

ADDRESS BY HIS EXCELLENCY

THE PRESIDENT OF THE REPUBLIC OF ZAMBIA

MR. LEVY PATRICK MWANAWASA SC

AT THE

OFFICIAL OPENING OF THE

THIRD INTERNATIONAL INSTITUTE FOR PEACE

THROUGH TOURISM (IIPT) CONFERENCE

AT

INTERCONTINENTAL HOTEL, LUSAKA ZAMBIA

ON

MONDAY 7<sup>TH</sup> FEBRUARY 2005

AT 08:30 HOURS.

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**MR CHAIRMAN**

**HON. PATRICK K. KALIFUNGWA (MP)  
MINISTER OF TOURISM, ENVIRONMENT AND  
NATURAL RESOURCES AND AFRICA TRAVEL  
ASSOCIATION PRESIDENT**

**YOUR EXCELLENCY PRESIDENT OLUSEGUN  
OBASANJO PRESIDENT OF THE FEDERAL  
REPUBLIC OF NIGERIA AND CHAIRMAN OF  
THE AFRICAN UNION.**

**HON. CABINET AND DEPUTY MINISTERS**

**HON. MEMBERS OF PARLIAMENT**

**YOUR EXCELLENCIES AMBASSADORS AND  
HIGH COMMISSIONERS ACCREDITED TO  
THE REPUBLIC OF ZAMBIA**

**MR. LOUIS D'AMORE  
PRESIDENT AND FOUNDER  
INTERNATIONAL INSTITUTE FOR PEACE  
THROUGH TOURISM**

**HIS WORSHIP THE MAYOR OF LUSAKA**

**DISTINGUISHED GUESTS**

**LADIES AND GENTLEMEN**

YOUR EXCELLENCY PRESIDENT OBASANJO I WISH TO EXPRESS MY GRATITUDE THAT YOU RESPONDED FAVOURABLY TO THE INVITATION BY THE ORGANISERS OF THIS CONFERENCE.

I KNOW THAT THEY INVITED YOU HERE AS THE CURRENT CHAIRMAN OF THE AFRICAN UNION TO GIVE THE KEY NOTE ADDRESS TO THIS CONFERENCE REFLECTING ON THE AFRICA PERSPECTIVE.

THE ORGANISERS, HOWEVER, COULD NOT HAVE COME WITH A BETTER CHOICE OF SPEAKER TO ELUCIDATE THIS INTRICATE

TOPIC OF PEACE THROUGH TOURISM AS A LEADER WHO HAS TIRELESSLY FOUGHT FOR THE PEACE AND PROSPERITY OF AFRICA.

I ADMIRE YOUR VERSATILITY AND COMMEND YOU FOR THE STRONG LEADERSHIP YOU BROUGHT INTO OUR ORGANISATION SINCE BECOMING CHAIRMAN OF THE AFRICAN UNION.

YOUR EXCELLENCY YOU RISKED YOUR LIFE AND REPUTATION TO FIGHT FOR THE CAUSE OF PEACE IN YOUR COUNTRY AND ACHIEVED AN EVEN GREATER MIRACLE TO BRING ABOUT PEACE AND UNITY IN THAT GREAT COUNTRY. MAY GOD CONTINUE TO BLESS YOUR WORK.

I ALSO WELCOME YOU ALL DISTINGUISHED PARTICIPANTS IN THIS CONFERENCE. I WISH

YOU FRUITFUL DISCUSSIONS OVER THE NEXT FEW DAYS.

**MR CHAIRMAN**

THE HOSTING OF THIS CONFERENCE HERE IN ZAMBIA UNDER THE THEME: "**TOURISM: PATHWAY TO A PEACEFUL AND PROSPEROUS AFRICA**", IS APPROPRIATE AND OF GREAT SIGNIFICANCE.

AS YOU MAY RECALL ONLY THREE MONTHS AGO, ON 24<sup>TH</sup> OCTOBER, 2004, ZAMBIA CELEBRATED HER 40<sup>TH</sup> ANNIVERSARY OF UNINTERRUPTED PEACE SINCE INDEPENDENCE FROM COLONIAL RULE. IT IS ALSO WORTH RECALLING THE ROLE THAT ZAMBIA PLAYED AND CONTINUES TO PLAY IN BROKERING PEACE IN SOME OF THE COUNTRIES OF SUB-SAHARA AFRICA THAT

ARE STILL EXPERIENCING WAR AND CIVIL UNREST. BECAUSE ZAMBIA HAS ENJOYED 40 YEARS OF PEACE SINCE INDEPENDENCE WE HAVE BEEN ABLE TO CONTRIBUTE TO THE SEARCH FOR PEACE IN OTHER COUNTRIES.

ZAMBIA ASSUMED THE LEAD ROLE TO INITIATE PEACE TALKS BETWEEN THE GOVERNMENT OF THE DEMOCRATIC REPUBLIC OF CONGO AND THE REBEL MOVEMENTS OPERATING IN THE EAST OF THE COUNTRY. THE TALKS CULMINATED WITH A PEACE AGREEMENT SIGNED IN SOUTH AFRICA LEADING TO THE FORMATION OF A BROAD BASED GOVERNMENT OF NATIONAL UNITY IN THE DRC.

SIMILAR PEACE INITIATIVES IN ANGOLA BETWEEN THE GOVERNMENT AND THE OPPOSITION UNITA WERE UNDERTAKEN BY

THE ZAMBIAN GOVERNMENT LEADING TO THE FIRST FACE TO FACE TALKS IN LUSAKA BETWEEN PRESIDENT EDUARDO DOS SANTOS AND THE LATE REBEL LEADER JONAS SAVIMBI. UNITA HAS SINCE JOINED IN A GOVERNMENT OF NATIONAL UNITY.

ZAMBIA HAS PARTICIPATED AND CONTRIBUTED TROOPS TO UNITED NATIONS PEACE KEEPING MISSIONS BOTH WITHIN AFRICA AND ABROAD.

I MAKE THESE ILLUSTRATIONS TO SHOW THAT IN AN ATMOSPHERE OF WAR AND CONFLICT YOU CANNOT BUILD TOURISM BECAUSE WAR FRIGHTENS OFF TOURISTS.

TOURISTS REQUIRE THE CONFIDENCE TO KNOW THAT THEY CAN WALK OUR STREETS FREELY WITHOUT FEAR OF MOLESTATION OR

ATTACK FROM UNRULY ELEMENTS IN SOCIETY.

AS A RESULT OF THE PEACE WE NOW ENJOY, ZAMBIA STANDS OUT AS A ROLE MODEL OF A PEACEFUL NATION IN WHICH PEOPLE LIVE IN HARMONY WITH EACH OTHER. THEREFORE, THE GREATEST TOURISM ASSET ZAMBIA POSSESSES IS HER PEACEFUL AND FRIENDLY PEOPLE.

THE THEME, LADIES AND GENTLEMEN, FURTHER IMploRES US TO GIVE A DEEPER REFLECTION OF TOURISM'S CONTRIBUTION TO THE ATTAINMENT OF GLOBAL PEACE AND ALSO PRESENTS THE SECTOR AS A FACTOR OF DEVELOPMENT.

PEACE IS ONE OF THE PRECONDITIONS FOR PROGRESS AND DEVELOPMENT. ACCORDING TO TOURISM SCHOLARS AND I SHARE THEIR VIEW, PEACE PRESENTS THE FIRST STEP ON THE ROAD OF DEVELOPMENT, PROGRESS, SOCIAL ORDER AND FULFILMENT. WE NEED PEACE IF WE WISH TO MEET THE MAJOR CHALLENGES THAT THREATEN OUR SURVIVAL.

MR CHAIRMAN FORGIVE ME THAT I SHOULD ONCE MORE USE ZAMBIA AS AN EXAMPLE OF THE PARADOX OF PEACE AND WAR.

ALTHOUGH WE CAN BOAST OF A LONG PERIOD OF PEACE WE HAVE NOT ENJOYED ITS BENEFITS BECAUSE OF THE RUNDOWN INFRASTRUCTURE AND OUR INABILITY TO RECOGNISE THE POTENTIAL IN OUR ABUNDANT RESOURCES.

GOVERNMENT HAS IDENTIFIED STRATEGIC PARTNERS TO DEVELOP INFRASTRUCTURE IN SELECTED AREAS WITH A TOURISM POTENTIAL. WE ARE RECEIVING THE SUPPORT OF OUR COOPERATING PARTNERS IN THIS REGARD.

OUR EXPERIENCE HAS SHOWN THAT ABSENCE OF WAR IN ITSELF IS NO GUARANTEE FOR THE INFLUX OF TOURISTS.

MR CHAIRMAN

I AM AWARE THAT OVER THE PAST FEW YEARS, THE TRAVEL AND TOURISM SECTOR HAS HAD TO ENDURE A SERIES OF UNPRECEDENTED CHALLENGES. FOR INSTANCE, EVENTS OF 2001 SUCH AS THE 9/11 TERRORIST ATTACK ON THE UNITED STATES OF AMERICA, THE SEVERE ACUTE

RESPIRATORY SYNDROME (SARS) IN 2003 IN THE FAR-EAST, LATTERLY THE WAR IN IRAQ AND CLIMATIC TURBULENCES SUCH AS THE RECENT TSUNAMI IN ASIA. ALL THESE HAVE LED TO SIGNIFICANT CHANGES IN TRAVEL AND TOURISM DEMAND. AT THE SAME TIME, THESE EVENTS HAVE ACTED AS A CATALYST, ACCELERATING FUNDAMENTAL CHANGES IN MARKET BEHAVIOUR AND TRAVEL PATTERNS THAT HAVE SLOWLY EMERGED OVER THE RECENT PAST.

ACCORDING TO THE WORLD TOURISM ORGANISATION (WTO), TOURISM TRENDS INDICATE THAT INTERNATIONAL TOURIST ARRIVALS FOR THE FIRST TIME REVEALED A DECLINE OF 1.2% IN 2003. THIS IS FOLLOWING A PERIOD OF CONSTANT GROWTH AND AFTER HAVING GROWN BY 2.7% IN 2002. IN THE ABSOLUTE TERMS, THE

FIGURES REDUCED FROM 715 MILLION ARRIVALS IN 2002 TO 694 MILLION ARRIVALS IN 2003.

PREFERRED DESTINATIONS WERE THOSE CLOSER TO HOME WITH AN INCREASE IN INDIVIDUAL TRAVEL TO THE DETRIMENT OF ORGANIZED TRIPS. INTRA-REGION TOURISM WAS PREFERRED.

AFRICA'S CONTRIBUTION TO INTERNATIONAL TOURISM HAS ON AVERAGE BEEN A PALTRY 4% THAT COULD BE LARGELY ATTRIBUTED TO INSTABILITY IN THE CONTINENT. THE CHALLENGE AFRICA FACES IS TO REVERSE THIS TREND AND MAKE THE CONTINENT THE TOURIST DESTINATION OF THE 21<sup>ST</sup> CENTURY. THE CHALLENGE IS FOR OUR LEADERS TO ENSURE A CONTINUOUS AND

SUSTAINABLE PEACE IN THE AREAS NOW AFFLICTED BY CONFLICT.

**MR CHAIRMAN**

THE ABOVE CHALLENGE IS ATTAINABLE BECAUSE OF THE CONTINENT'S UNTAPPED NATURAL RESOURCES WITH ITS UNIQUE WILDLIFE, DIVERSE CULTURAL HERITAGE, CONSUMER'S FOCUS ON ECO-FRIENDLY PRODUCTS, SUCH AS ECO-TOURISM, AND REGIONAL INTEGRATION PROVIDING A BASE FOR AN EFFECTIVE COLLABORATIVE EFFORT IN LINE WITH THE VISION FOR THE NEW PARTNERSHIP FOR AFRICA'S DEVELOPMENT (NEPAD).

MORE AND MORE COUNTRIES OF AFRICA HAVE ACKNOWLEDGED THE IMPORTANCE OF TOURISM TO THE SOCIAL-ECONOMIC WELL-

BEING OF THEIR PEOPLE. THIS EMERGING GLOBAL CONSCIOUSNESS REQUIRES ALL KEY STAKE HOLDERS IN THE TOURISM SECTOR TO PLAY A GREATER ROLE. IT ALSO CALLS FOR FORGING OF COHERENT PARTNERSHIPS AMONG THE STAKEHOLDERS TO STRENGTHEN INDUSTRY EFFORTS AND TURN CHALLENGES INTO OPPORTUNITIES.

SUCH CHALLENGES INCLUDE FINANCE, AIR ACCESS, HUMAN SKILLS, INFRASTRUCTURE, QUALITY PRODUCT AND THE IMAGE OF THE CONTINENT.

**MR CHAIRMAN**

THERE IS NO DOUBT THAT TOURISM IN THE 21<sup>ST</sup> CENTURY WILL DEPEND ON GOVERNMENTS RECOGNIZING ITS MULTIPLIER EFFECTS ON ALL SECTORS OF

THE ECONOMY AND POPULATION. IT WILL REQUIRE THAT GOVERNMENTS INCLUDE ISSUES OF TRAVEL AND TOURISM INTO ALL POLICIES AND DECISION- MAKING. THIS ENTAILS DEVELOPING A LEADERSHIP AT THE HIGHEST LEVELS OF GOVERNMENT THAT IS ATTUNED TO THE POTENTIAL THAT TOURISM PRODUCTS REPRESENT TO AFRICA'S WEALTH.

FURTHERMORE, TOURISM IN THE 21<sup>ST</sup> CENTURY WILL REQUIRE THE SECTOR TO GET THE BALANCE RIGHT BETWEEN BUSINESS IMPERATIVES AND THE WIDER QUALITY OF LIFE NEEDS OF LOCAL COMMUNITIES.

IT IS, THEREFORE, INCUMBENT UPON US LEADERS AND MEMBERS OF THE INTERNATIONAL COMMUNITY, TOURISM

OFFICIALS, SCHOLARS AND REPRESENTATIVES OF THE MEDIA TO ATTACH MORE IMPORTANCE TO THE TOURISM SECTOR.

AS A MAJOR BENEFICIARY OF PEACE, THE TOURISM SECTOR SHOULD DO MORE IN FORGING A TRUE GLOBAL PARTNERSHIP FOR DEVELOPMENT IN ORDER TO FIGHT POVERTY ON THE AFRICAN CONTINENT. THE MILLENNIUM DEVELOPMENT GOALS, WHICH WERE ADOPTED BY ALL UNITED NATIONS MEMBER STATES AS A BLUEPRINT FOR BUILDING A BETTER WORLD IN THE 21<sup>ST</sup> CENTURY AND THE NEPAD ACTION PLAN CAN BE USED AS A GUIDE.

**MR CHAIRMAN**

AS I CONCLUDE, MY ADDRESS ALLOW ME TO REITERATE THE FACT THAT TOURISM IS ONE

OF THE SECTORS THAT CAN PROVIDE THE POTENTIAL AND OPPORTUNITIES FOR POVERTY REDUCTION AND GROWTH OF THE ECONOMIES OF MOST AFRICAN COUNTRIES. AS YOU MAY ALL KNOW, THE MAJORITY OF PEOPLE IN AFRICA ARE POOR AND A LARGE PERCENTAGE EARN LESS THAN US\$ 1 PER DAY.

OUR CHALLENGE SHOULD BE TO CHANGE THIS GLOOMY PICTURE OF AFRICA AND THIS CONFERENCE SHOULD, THEREFORE, BE A STEP IN THAT DIRECTION.

THE ERADICATION OF POVERTY IS ANOTHER NECESSARY BUILDING BLOCK FOR A PEACEFUL AND HAPPY PEOPLE LIVING IN HARMONY AND READY TO SHARE THEIR JOY WITH VISITORS.

MR CHAIRPERSON, I WOULD LIKE TO THANK YOU AND THE IIPT SECRETARIAT IN PARTNERSHIP WITH ATA FOR COORDINATING THIS CONFERENCE AND GIVING ZAMBIA AN OPPORTUNITY TO HOST THE EVENT. MAY I ALSO THANK THE LOCAL ORGANISING COMMITTEE FOR FACILITATING AND ORGANISING THE CONFERENCE. FINALLY I WISH TO THANK ALL COMPANIES AND INDIVIDUALS THAT HAVE CONTRIBUTED TO THE SUCCESSFUL HOSTING OF THIS CONFERENCE.

IT IS NOW MY PRIVILEGE AND HONOUR TO DECLARE THE CONFERENCE OFFICIALLY OPEN.

I THANK YOU ALL.