

International Institute for Peace through Tourism

The Australian Peace through Tourism Story

*Presented by: Daphne Lowe Kelley
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1st European Conference, Stenden University, Leeuwarden, Netherlands



IIPT (Australia) Incorporated

- The Australian Chapter was formed in 2001
- It supports the IIPT global vision
- Its activities are geared to promoting and spreading the “peace through tourism” message to the Australian travel and tourism industry and its clients



Strategies in building a culture of peace through tourism

The strategies implemented in Australia are comprised of the same developmental components used at the international level, namely:

- Creating awareness of tourism's peace potential
- Presentation of case studies and success stories
- Mobilization and formulation of networks and partnerships



Australian Peace through Tourism Conferences

- Tourism – Passport to Peace: March 2003
- Travel Promotes Peace – Meeting the Challenge: September 2004
- Tourism – Agent for Peace?: July 2006



Present at the first Australian Conference:
Left to right: Andreas Larentzakis, Australian Chapter Co-Founder; Gail Parsonage, IIPT Executive; Louis D'Amore, IIPT Founder & President; Daphne Lowe Kelley, Australian Chapter President; Faye Alexander, Secretary



Case studies and success stories

- Presented by IIPT Members and others
- At international and Australian conferences
- On Aboriginal, philanthropic, volunteer and cultural tourism
- Small scale adventure touring





**The Eastern Mediterranean
Tourism Association (Australia)
which unites the Eastern
Mediterranean Under the banner
of Tourism.**

Peace Tourism in Action





EMTA PRODUCT EVENINGS
2001-2008, over 45 product
evenings in 10 Australian Cities
Attracting over 6,000 Australian
Travel agents
8 evenings planned for 2009
www.emta.org.au



The EMTA Region



At the 2008 evenings prizes courtesy of:



EMTA Background

- Founded October 2000.
- Officially Launched January 2001.
- Politics banned in constitution. EMTA designed to include all countries in the Eastern Med. The only regional Tourism association where Israel, Syria, Palestinian Authority, Croatia, Serbia, Turkey, Cyprus and Greece are on the same footing.
- First EMTA seminars February- March 2001 attended by over 1,000 Australian travel agents



No borders from Space unless we draw them



EMTA Activities

- Annual Travel Industry Product Evenings highlighting 15 Eastern Med Countries.
- Enhanced web site as a portal to information and Australian based tourism product in the Eastern Med.
- Participation in The Travel industry committee to advise the Australian Government's Dept of Foreign Affairs and Trade on Travel Advisories.
- Media promotion of the Eastern Med
- Intensive training of travel agents.



Who is EMTA

- EMTA comprises of 25 member companies including airlines, wholesalers and national tourist offices. All listed on www.emta.org.au Membership growing.
- Chairman since 2001 Iain Ferguson Regional Manager Australia/ New Zealand Royal Jordanian Airlines.
- National Secretary and Founder Dr David Beirman Greece and Mediterranean Travel Centre.
- Treasurer Tom Tescher Timeless Tours
- Committee of 8 people representing members companies. All elected annually.
- All EMTA office bearers and committee members serve on an honorary basis.



EMTA's Credo

- The promotion and celebration of the entire region as a first class tourism destination.
- Commitment to Tourism as an agent of peace in the Eastern Med.
- Commitment to tourism as a means to overcome prejudice and ignorance.
- Members a source of unbiased information on the region.
- Members committed to the facilitation of travel between all countries.



EMTA in Action: Connecting the Eastern Mediterranean to Australian Travel Professionals



Mobilization and formulation of networks and partnerships

- With government bodies, including Federal and State Ministers, Departments of Tourism, regional and local tourism bodies
- Industry organizations eg. AFTA, CATO, ANTOR, ATEC, SKAL, PATA
- Industry principals eg. Qantas, Intrepid Travel, Touchdown Tours, Australian Pinnacle Tours, Middle East Tours
- Educational institutions



Graduate Unit of Study

- “Peace through Tourism” – Centre for Peace and Conflict Studies, University of Sydney. First introduced in 2005.
- The aims of this course are:
 - To create links between the intersection of tourism, development and peace studies
 - To analyze contemporary socio-economic theories, tourism and international relations
 - To identify the meaning of tourism as a force for peace in different cultural contexts
 - To examine how an understanding of citizenship theory and conflict resolution principles are applicable to the tourism industry



Progress Report

- Formed a model chapter of IIPT
- Created awareness of tourism's peace potential
- Formed good partnerships with AFTA, Qantas, tour operators and travel media
- Partnered with the City of Sydney in organizing two events for East Timor
- Organized three successful conferences bringing together academia and the industry
- Initiated a Graduate Peace through Tourism Unit of Study at University of Sydney



Further information

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