



Meeting the Challenges of Climate Change to Tourism in Africa and the Developing World

LUSAKA, ZAMBIA • 15-20 MAY, 2011



HOSTED BY

Ministry of Tourism, Environment and Natural Resources, Zambia

ORGANIZED BY

International Institute for Peace through Tourism





A MESSAGE FROM H.E. RUPIAH BWEZANI BANDA, PRESIDENT OF THE REPUBLIC OF ZAMBIA CONFERENCE PATRON

I am delighted to announce that the Government of Zambia and the International Institute for Peace through Tourism (IIPT), will be hosting the 5th IIPT African Conference in Lusaka, Zambia, from 15-20 May, 2011.



Zambia last hosted the Conference in 2005, and we are greatly honoured that we have been given the privilege to host the event again in 2011. The hosting of the event in Zambia gives us an opportunity to add fresh impetus to the drive to fully develop the tourism sector.

Zambia recognises the important role that tourism can play in the economic and social development of Africa and the developing world. Tourism also helps to foster peace in the world as every traveller is essentially a peace ambassador.

Let me take this opportunity to therefore invite stakeholders in tourism from all over the world to come to the Conference in Zambia and showcase models of best practice in mitigating and addressing the anticipated impacts of climate change to tourism in Africa and the developing world.

I hope that you will attend this important Conference and I look forward to welcoming you to Lusaka.

H.E. Rupiah Bwezani Banda
President of the Republic of Zambia



A MESSAGE FROM HON. CATHERINE NAMUGALA, MP, MINISTER OF TOURISM, ENVIRONMENT AND NATURAL RESOURCES

Distinguished invited delegates, welcome to Zambia and in particular to the 5th IIPT African Conference. I am honoured and grateful that IIPT chose Zambia as the venue of the Conference.

To all the speakers and participants, it gives me great honour to welcome you to Zambia. I trust that you will not only find the exchanges at the Conference useful but also learn a lot about what Zambia has to offer as a tourist destination.



We know that Africa, with its marvellous tourism attractions, has long been a destination of choice for millions of tourists. Africa has recorded increases in international tourist arrivals and this is a welcome trend in many countries where tourism is a major source of revenue and a financier of sustainable development.

We also know that climate change is a global problem that needs a global solution. Moreover, the African continent and the rest of the developing world is amongst the most vulnerable when it comes to climate change. The effects of climate change, such as extreme weather phenomena, are issues that will greatly affect the tourism sector and need urgent action from all of us. We therefore need to forge a strong partnership between the developed countries and the developing world, especially in regards to expanding the capacity of African stakeholders in the tourism industry to tackle matters of climate change.

This Conference has come at an opportune time because it will help us analyse the impact of climate change on tourism in the developing countries as well as provide a solid base of information that will be used by a broad range of stakeholders, including policy-makers, academia, private sector and civil society. The Conference offers an invaluable opportunity to build networks and partnerships among the participants, and to exchange experiences while gaining knowledge from other countries.

Finally, I want to thank IIPT once again, for having agreed to partner with my Ministry to give Zambia the opportunity to host this Conference.

Hon. Catherine Namugala, MP
Minister of Tourism, Environment and Natural Resources



A MESSAGE FROM INTERNATIONAL INSTITUTE FOR PEACE THROUGH TOURISM

IIP is honored to return to Lusaka, Zambia, and to join with our Host, the Ministry of Tourism, Environment and Natural Resources, and Conference Patron, His Excellency Rupiah B. Banda, in welcoming you to the 5th IIP African Conference: "Meeting the Challenges of Climate Change to Tourism in Africa and the Developing World."



Governments throughout the world have increasingly recognized the vital importance of tourism, not only as an engine for sustainable economic development, but also for its human, social, cultural, environmental and political values – ideals that IIP has promoted since its founding in 1986.



This vital industry – the world’s largest industry – is now threatened by climate change. UN Secretary General, Ban Ki-moon has stated that: "Climate change is the pre-eminent geopolitical and economic issue of the 21st century. It rewrites the global equation for development, peace and prosperity."

The tourism industry has the opportunity to take a leadership role in both mitigating and preparing for the impacts of climate change, which are likely to affect sectors such as health, agriculture, forests, water resources, coastal areas and bio-diversity – all of which are directly related to tourism.

The Conference brings together case studies, "models of best practice," from Africa and other regions of the world that demonstrate in real terms how the tourism industry is responding to the issues of climate change.

IIP would like to express its appreciation to the Conference sponsors, partners and supporters, and all members of the Host Committee who have made this Conference possible. We welcome our speakers and delegates from some 30 countries in Africa, Asia, Europe, North America and the Caribbean with anticipation of their important participation and collective wisdom that will guide us as we move forward together in "Meeting the Challenges of Climate Change to Tourism in Africa and the Developing World."

Louis D'Amore
Founder and President, IIP

Dr. Noel Brown
Chairman, IIP International Advisory Board;
President, Friends of the United Nations

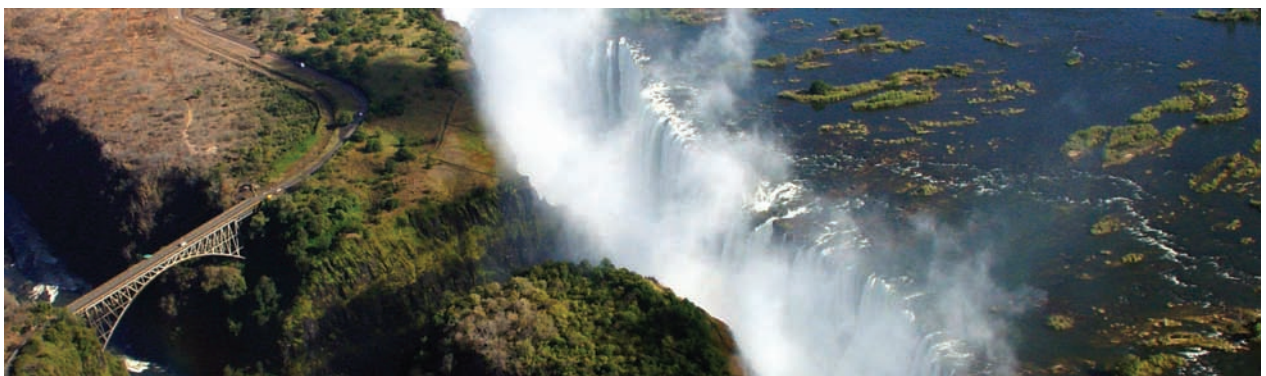
Timothy Marshall
Chairman, IIP Board of Directors;
President and CEO, Jamaica Business Resource Center (JBRC)

WELCOME TO ZAMBIA



PROGRAM CONTENTS

Opening Remarks and Messages	Front Inside Cover, 1-2
About Zambia, About IIPT, Background and Foundations	4-5
Theme, Aim, Goals, Topics, Participants and Forums	6
Organization	7
Pre-Conference Events and Forums	8
Conference Program	9-16
General Information and Optional Tours	17
Conference Program: "At A Glance"	18
Notes	19-20
Sponsors, Partners and Supporters	Back Inside Cover





ABOUT ZAMBIA

... the land of the legendary African walking safari, home of Victoria Falls, the wild Zambezi River, breath-taking lakes and wetlands, a profusion of birds, abundant wildlife and raw, pulsating wilderness – all in one friendly country.

Acknowledged as one of the safest countries in the world to visit, Zambia's welcoming people live in peace and harmony.

The **WILDLIFE** is superb and some of the finest safaris on the planet are available from our fine lodges and safari companies.

Blessed with 17 magnificent **WATERFALLS** apart from the spectacular Victoria Falls, Zambia offers tours to "cascade followers" into the remote, undeveloped, rural areas where you can get a glimpse of village life. Zambia has the largest water resources in the whole of southern Africa, with five massive lakes and plentiful rivers offering excellent fishing.

A wide range of **HIGH-ACTION** activities await you – walking deep into the wilderness on safari,

world-class river rafting, bungee jumping into the deep gorge below Victoria Falls, rappelling and climbing, canoeing down the Zambezi, river surfing, excellent tiger fishing and breath-taking African sunsets.

ABOUT THE MINISTRY

The Ministry of Tourism, Environment and Natural Resources (MTENR) was created in January 2002 by merging the two former Ministries of Tourism (MOT) and that of Environment and Natural Resources (ENR) arising from the need to integrate tourism, environment and natural resource considerations in Zambia's sectoral and socio-economic planning processes. The MTENR is charged with the responsibility of providing guidance to the tourism, environment and natural resources sectors of the economy of Zambia. The Ministry's mission is to provide a policy framework for the management and development of tourism, heritage and natural resources and the environment in order to contribute to sustainable socio-economic development for the benefit of present and future generations.

ABOUT IIPT

The International Institute for Peace through Tourism (IIPT) is a not-for-profit organization 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, and through these initiatives, helping to bring about a peaceful and sustainable world. It is founded on a vision of the world's largest industry, travel/tourism, becoming the world's first global peace industry and the belief that every traveler is potentially an "Ambassador for Peace."

CONFERENCE BACKGROUND

In 2007, the UN World Tourism Organization (UNWTO), jointly with the UN Environment Program (UNEP) and World Meteorological Organization (WMO), convened the Second International Conference on Climate Change and Tourism in Davos, Switzerland. The Conference set out a range of specific policies and actions to be taken by all stakeholders in the tourism sector to immediately begin implementation of a long-range, carbon-neutral road map.

The 5th IIPT African Conference will seek to identify actual "on-the-ground" progress made since the 2007 Conference with case studies of "best practice" from Africa and other developing regions of the world, and from among governments, destinations, industry sectors, NGOs, researchers/academics and the media.

CONFERENCE FOUNDATIONS

Since its founding in 1986, IIPT has used its convening power to bring together heads of state, world leaders and leaders from all sectors of the travel and tourism industry and from the areas of culture, sport, environment and socio-economic development in promoting a "higher purpose" of tourism – and an awareness of the immense

potential of the world's largest industry for building a "Culture of Peace through Tourism."

IIPT's First Global Conference: "Tourism – A Vital Force for Peace," Vancouver (1988), was the launch of the "Peace and Sustainability through Tourism Movement." With that Conference, and since, IIPT has been promoting the key role of tourism in:

- Promoting international understanding and collaboration among nations
- Protecting the environment and preserving bio-diversity
- Enhancing cultures and valuing heritage
- Sustainable development
- Poverty reduction
- Healing wounds of conflict

Subsequent Global Conferences in Montreal (1994) and Glasgow (1999) provided the foundations for three Global Summits on Peace through Tourism: Amman, Jordan (2000), Geneva, Switzerland (2003) and Pattaya, Thailand (2005); four African Conferences: Nelspruit, South Africa (2001), Dar es Salaam, Tanzania (2003), Lusaka, Zambia (2005) and Kampala, Uganda (2007); and the first IIPT European Conference, Leeuwarden, The Netherlands (2008).

Smaller Conferences and Symposia have been held in Turkey, Greece, Italy, Israel, Jordan and Cyprus. IIPT Chapter Conferences have been held in Australia, the Caribbean and Pakistan.

More than 6,000 persons from some 130 countries have come together throughout the past 20 years to share their experiences, ideas, insights, wisdom and commitment to IIPT's vision of making travel and tourism the world's first "Global Peace Industry." Thousands more have been influenced by media coverage of the Conferences.

More than 1,000 case studies of "success stories" and models of "best practice" have been presented, demonstrating the "higher purpose" of tourism referred to above, and the social, economic, cultural, environmental and political dimensions of tourism.

THEME, AIM AND GOALS

THEME

“Meeting the Challenges of Climate Change to Tourism in Africa and the Developing World”

AIM

The aim of the 5th IIPT African Conference is to showcase models of “best practice” in mitigating and addressing the anticipated impacts of climate change to tourism in Africa and the developing world.

GOALS

1. Demonstrate the critical linkages of climate change to sustainable tourism development, poverty reduction and peace.
2. Identify factors and practices that contribute to “Meeting the Challenges of Climate Change to Tourism,” while continuing to grow and nurture sustainable tourism development that lifts people out of poverty and promotes peace.
3. Promote public-private sector – NGO – civil society partnerships and collaboration toward socially and environmentally responsible sustainable tourism development.
4. Continue “Building Bridges of Tourism, Friendship and Collaboration” among nations in Africa and other regions of the world and in support of the UN Millennium Development Goals.

TOPICS

- Perspectives on Sustainable Destinations
- The Central Role of Parks and Wilderness Areas
- Coastal Tourism Strategies and Water Management
- Mitigating the Driving Factors of Climate Change
- Preserving Bio-diversity for Future Generations
- Traditional Approaches to Preserving Bio-diversity
- The Human and Cultural Dimensions of Climate Change
- Multimedia Approaches to Promote Public Awareness
- Forums for Responsible Travel and Tourism
- Sustainable Strategies and Practices from Diverse Regions
- Climate Change: Policy and Planning to Practice

- Establishing Guidelines and Business Strategies for Sustainable Tourism
- Strategies for Marketing and Tourism Investment
- Returns on Investment from Conservation Practices

PARTICIPANTS

The Conference will bring together leading experts in tourism and climate change; senior executives from the diverse sectors of the industry; Ministers of Tourism and the Environment; senior government officials and representatives of UN agencies, donor agencies and NGOs; researchers, consultants, practitioners and leading academics and students; and representatives of related sectors, including environment, culture and sustainable economic development – to share their knowledge, experience and research related to climate change response strategies, programs and actions.

PRE-CONFERENCE FORUMS

TRADITIONAL LEADERS in Africa will be brought together for the first time in the Forum being organized with the collaboration of the Zambia Ethno Tourism and Cultural Tourism Alliance (ZECUTA). Traditional Leaders from throughout Africa, the developing world and other countries are invited.

EDUCATORS will be brought together from Africa and other regions of the world to share their ideas, research and curricula on the Conference theme and to reach a consensus on educational initiatives for collaboration. The Educators Forum is being organized with the collaboration of Livingstone International University of Tourism Excellence and Business Management (LIUTEBM).

STUDENT/YOUTH LEADERS will be brought together to share their ideas and vision for the future of sustainable tourism in Africa, and the theme of the Conference, and to propose initiatives to be taken by students and young leaders. The Student/Youth Leaders Forum is being organized with the collaboration of the Children and Youth Welfare Foundation.

ORGANIZATION

The Conference is being hosted by the Ministry of Tourism, Environment and Natural Resources, Zambia, and organized by the International Institute for Peace through Tourism (IIPT) in partnership with the UN World Tourism Organization (UNWTO), Pacific Asia Travel Association (PATA), World Travel Market and Regional Tourism Organization of Southern Africa (RETOSA) with educational partner Livingstone International University of Tourism Excellence and Business Management (LIUTEBM). The Zambia Ethno Tourism and Cultural Tourism Alliance (ZECUTA) is partner in organizing the first Traditional Leaders Forum on tourism; the Children and Youth Welfare Foundation is partner in the Student/Youth Leaders Forum.

SPONSORS AND PARTNERS

SPONSORS

- UN Development Programme
- Zambia Tourism Board
- Blue Nile Inn
- Church Road Lodge
- Garden Group of Hotels
- Golden Bridge Hotel

PARTNERS

- UN World Tourism Organization
- Pacific Asia Travel Association
- Regional Tourism Organization of Southern Africa
- World Travel Market
- Jamaica Business Resource Center
- Sustainable Travel International
- The Blue Yonder
- Center for Responsible Travel

MEDIA PARTNERS

- eTurboNews
- TravelMole
- Lights of Africa
- India Tourism eCatalog
- Tourism & Wildlife
- Worldtourismdirectory.com
- Society of American Travel Writers
- TravelVideo.TV
- African Diaspora Tourism

EDUCATIONAL PARTNERS

- Livingstone International University of Tourism Excellence and Business Management

TRADITIONAL LEADER PARTNERS

- Zambia Ethno Tourism and Cultural Tourism Alliance

STUDENT/YOUTH LEADER PARTNERS

- Children and Youth Welfare Foundation

JUST A DROP

Launched in 1998 at World Travel Market, Just a Drop aims to deliver clean, safe water worldwide. Since its founding, Just a Drop has undertaken more than 65 water aid projects and helped more than 1 million children and their families in 29 countries.



Just a Drop builds wells, pumps and boreholes, and carries out sanitation and health education programs. The long-term strategy is to reduce child mortality caused by unsafe water. Among the many projects Just a Drop carried out in 2010 are those in India, Nepal, Kenya, Ethiopia, Niger, Senegal and Zambia.

Your donation of US\$ 4.00 a month can provide a family with clean, safe water for life. Go to www.justadrop.org and become a Friend for Life.

IIPT SCHOLARSHIP AWARD

IIPT is proud to announce the winner of the IIPT Scholarship Award to the inter-disciplinary team of students who wrote the best paper on the theme of the Conference.

Our winners, and students of Rose Mukogo, are Shingisanai Bvunzawabaya, University of Zimbabwe; Tafadzwa Razemba; University of South Africa; and Abgial Chibweza, University of Zimbabwe.

Students needed to be enrolled in an African university or a university in a developing country from another region of the world.

PRE-CONFERENCE EVENTS AND FORUMS

LAUNCH OF NATIONAL PEACE THROUGH TOURISM WEEK BY HIS EXCELLENCY PRESIDENT RUIPAH B. BANDA

The week will include the re-dedication of the IIPT International Peace Park at Victoria Falls on Wednesday, 18 May, with Zimbabwe joining with us on their side of Victoria Falls in dedicating an IIPT International Peace Park in a spirit of peace, friendship and collaboration.



SUNDAY – 15 MAY, 2011

HALF-DAY FORUMS

08:30 – 14:00

TRADITIONAL LEADERS FORUM

LOCATION: Nalikwanda

MODERATOR: Joseph Zulu, President, Zambia Ethno Tourism and Cultural Tourism Alliance (ZECUTA)

KEY SPEAKER: His Royal Highness Senior Chief Mukuni of the Toka Leya People, Mukuni Royal Establishment

This first-time forum of Traditional Leaders in Africa is being organized with the collaboration of the Zambia Ethno Tourism and Cultural Tourism Alliance. The Forum will seek to foster increased indigenous tourism in Zambia and Africa – and build bridges of indigenous tourism, friendship and collaboration between Africa and other regions of the world.

EDUCATORS FORUM

LOCATION: Ballroom

MODERATOR: Dr. Patrick Kalifungwa, Vice Chancellor, Livingstone International University of Tourism Excellence and Business Management (LIUTEBM)

Livingstone International University of Tourism Excellence and Business Management is partnering with IIPT in the organization of an Educators Forum. The Forum continues IIPT's tradition of bringing together educators from Africa and other regions of the world to share their ideas, research and curricula on the Conference theme and to reach consensus on educational initiatives for collaboration. This year's Forum brings together a number of leading educators on the theme of tourism and climate change.

STUDENT/YOUTH LEADERS FORUM

LOCATION: Makumbi

MODERATOR: Cleto Chibale, President, Children and Youth Welfare Foundation

The Children and Youth Welfare Foundation, with active tourism clubs in the Zambia schools, is partnering with IIPT in the organization of the Student/Youth Leaders Forum. The Forum will bring together future leaders of the industry to share their ideas and vision for the future of sustainable tourism in Africa and the theme of the Conference – and to propose initiatives to be taken by students and young leaders.

MEETING OF SPEAKERS, MODERATORS

AND RAPORTEURS

15:30

LOCATION: Ballroom

MODERATOR: Louis D'Amore, Founder and President, IIPT

WELCOME RECEPTION

19:00

The welcome reception offers an opportunity to meet delegates and speakers from some 30 countries and to begin networking with fellow colleagues.



Meeting the Challenges of Climate Change to Tourism in Africa and the Developing World

IN SUPPORT OF THE UN MILLENNIUM DEVELOPMENT GOALS

CONFERENCE PROGRAM

MONDAY – 16 MAY, 2011

ARRIVAL OF DELEGATES

BALLROOM • 8:30

OPENING CEREMONY

BALLROOM • 09:00 – 10:40

Please refer to the **program insert**.

PLENARY SESSION I

BALLROOM • 11:00 – 12:45

Global Perspectives on Tourism and Climate Change

MODERATOR: Hon. Catherine Namugala, MP, Minister of Tourism, Environment and Natural Resources, Republic of Zambia



Zoltán Somogyi
Executive Director for
Member Relations and
Services, UN World Tourism
Organization (UNWTO)



Hon. Eng. Walter Mzembe, MP
Minister of Tourism and
Hospitality, Republic of
Zimbabwe



John Koldowski
Deputy CEO and Head,
Office of Strategy
Management, Pacific Asia
Travel Association (PATA)



Professor Prem Jain
Technical Coordinator,
Climate Change Facilitation
Unit (CCFU), Zambia

CONFERENCE PROGRAM

MONDAY – 16 MAY, 2011

CONCURRENT SESSIONS A

14:10 – 15:45

Climate Change: Policy and Planning to Practice

LOCATION: Ballroom

MODERATOR: Professor Prem Jain, Technical Coordinator, Climate Change Facilitation Unit (CCFU), Zambia

- **Susanne Becken**, Associate Professor, Environment, Society and Design, Lincoln University, and Director of LEaP (Centre for Land, Environment and People), New Zealand: "Zambia Climate Change Mitigation and Adaptation Based on Case Studies from Around the World"
- **Mr. Aggrey Mwaipaya**, Integrated Development Consultant and Training Officer, Zambia: "Zambia's Climate Change Mitigation-Adaptation Amid Dichotomy in Public-Private Co-management of Natural Resources: Policy and Practice"
- **Dr. Douty Chibamba**, Lecturer, University of Zambia (UNZA), Zambia: "Regional Planning and Infrastructure Development to Address Climate Change"
- **Mary Mulvey**, CEO, Greenbox, Ireland: "The Greenbox Case Study 2005/2011: Using Ecotourism to Shape Regional Development and National Policies, Challenges and Lessons Learned"***

The Central Role of Parks and Wilderness Areas

LOCATION: Makumbi

MODERATOR: Anita Balletto, Operations Director, Sanctuary Retreats (Sanctuary Sussi and Chuma), Zambia

- **Simon Jones**, Vice President, Solimar International, United States: "The Impact of Climate Change on Tourism in the Rwenzori Mountains, Uganda, and Adaptation Strategies"
- **Sunil Chauhan**, Co-Founder, Ecosphere, India: "Responsible Tourism and Climate Change: Experiences from the Himalayas"***
- **Mr. Kebby Kambulwe**, Operations Officer, Zambia Tourist Guide Alliance, Zambia: "Implications of Climate Change on Wildlife and Forests"
- **Eskandar Gordmardi Jafarabad**, Iranian Department of the Environment, Bojnourd, Iran: "Peace Parks Situation in Iran"
- **Margaret Gichuhi**, Ph.D. Student, Jomo Kenyatta University, Nairobi, Kenya: "A Comparative Analysis of Mwalughanje Elephant Sanctuary and Rukinga Wildlife Sanctuary in Kenya"

Multimedia Approaches to Promote Public Awareness

LOCATION: Nalikwanda

MODERATOR: Amos Chanda, President, Press Association of Zambia, Zambia

- **Elizabeth Becker**, Award-winning Author and Journalist, United States: "The Responsibility of Travel Writers in the Age of Environmentalism and Climate Change"
- **Beatrice Broda**, Publisher, www.travelvideo.tv; President and Producer, BC Pictures, Canada; Past President, SATW Canada: "The Important Role Played by the Media"
- **Thomas Steinmetz**, Publisher, eTurboNews, United States: "Effective Communication for the Travel Industry in the Age of Social Media"
- **Sally Brown McKinney**, Travel Journalist/Author and Volunteer for Kilimanjaro Education Outreach (KILEO), United States: "How Sustainability Helps Fledgling KILEO Fly"
- **Apolinary Tairo**, Journalist and eTurboNews Representative, Tanzania: "Print Media Journalists Campaign on Climate Change Impacts in Africa"

CONCURRENT SESSIONS B

16:05 – 17:40

Sustainable Strategies and Practices from Diverse Regions I

LOCATION: Ballroom

MODERATOR: Susanne Becken, Associate Professor, Environment, Society and Design, Lincoln University, and Director of LEaP (Centre for Land, Environment and People), New Zealand

- **Earlston B. McPhee**, Director, Sustainable Tourism Planning and Development, Bahamas Ministry of Tourism and Aviation, The Bahamas: "Addressing the Issue of Climate Change and Tourism – The Bahamas Experience"
- **Jon-Paul Bowles**, Vice President, Destination Stewardship and Advisory Services, Sustainable Travel International, United States: "Common Themes from Diverse Regions: A New Appreciation for Multi-stakeholder Partnerships"
- **Agha Iqar Haroon**, President, Ecotourism Society Pakistan; President, The Region Initiative, Pakistan: "Sustainability Fights Poverty"
- **Munzali Dantata**, Director General, National Institute for Hospitality and Tourism, Nigeria: "Promoting Environmental Sustainability and Economic Growth in Africa: A Case Study on Nigeria"

Perspectives on Sustainable Destinations

LOCATION: Makumbi

MODERATOR: Elizabeth Becker, Award-winning Author and Journalist, United States

- **Judy Karwacki**, Small Planet Consulting, Canada: "Authentic Sustainable Tourism: Lessons from Award-winning Surama Village Eco-lodge"
- **Dr. Wilson Silungwe**, Acting Executive Director, Hotel and Tourism Training Institute (HTTI), Zambia: "Developing Sustainable Business Models"
- **Anita Balletto**, Operations Director, Sanctuary Retreats (Sanctuary Sussi and Chuma), Zambia: "Zebra Plains: High Life, Low Footprint"
- **Hugh Bartis**, Department of Tourism, Nelson Mandela Metropolitan University, South Africa: "Responsible Tourism Practices in the Non-hotel Accommodation (NHA) Sector in Port Elizabeth, South Africa"

The Human and Cultural Dimensions of Climate Change

LOCATION: Nalikwanda

MODERATOR: Ben Sherman, President, Native Tourism Alliance; Member, Oglala Lakota Tribal Nation, United States

- **Joseph Zulu**, President, Zambia Ethno Tourism and Cultural Tourism Alliance (ZECUTA), Zambia: "Cultural Tourism and the Environment with the Impact of Climate Change"
- **Cleto Chibale**, President, Children and Youth Welfare Foundation, Zambia: "Sustainable Children, Youth and Students Tourism Development and Climate Change"
- **Kate Wannan**, Executive Director, Eco-librium Sustainable Adventures, Canada: "Green Building Volunteering: How it Helps to Conserve Cultures and the Environment"***
- **Asunta Simoloka**, Author, Zambia «
- **Nikki Rose**, Founder and Director, Crete's Culinary Sanctuaries Eco-Agritourism Network, Greece: "Eco-Agritourism as a Means to Preserve Culture and the Environment"***

** SPEAKER PRESENTING VIA TELE-CONFERENCE

« SPEAKER PRESENTATION TITLE UNAVAILABLE AT TIME OF PRINTING

CONFERENCE PROGRAM

TUESDAY – 17 MAY, 2011

PLENARY SESSION II

BALLROOM • 09:00 – 10:40

African Initiatives in Meeting the Challenges of Climate Change to Tourism

MODERATOR: Dr. Patrick Kalifungwa, Vice Chancellor, Livingstone International University of Tourism Excellence and Business Management (LIUTEBM)



Hon. Catherine Namugala, MP
Minister of Tourism,
Environment and Natural
Resources, Republic of
Zambia



Mr. Mounkaila Goumandakoye
Director and Regional
Representative for Africa,
UN Environment Program
(UNEP)



Hon. Ezekiel Maige
Minister of Natural Resources
and Tourism, Tanzania



Hon. Netumbo Nandi-Ndaitwah
Minister of Environment and
Tourism, Namibia

CONCURRENT SESSIONS C

11:00 – 12:45

Mitigating the Driving Factors of Climate Change

LOCATION: Ballroom

MODERATOR: Martha Honey, Ph.D., Director, Center for Responsible Travel (CREST), United States

- **Max Haberstroh**, International Consultant on Sustainable Tourism, Germany: "As Climate Changes – So Does Tourism"
- **Professor Dr. Stefan Gössling**, Department of Service Management, Lund University, and School of Business and Economics, Linnaeus University, Sweden: "Challenges for Tourism in a Low-Carbon World"***
- **Rose Mukogo**, Managing Director, Green Tourism Services (Pvt) Ltd (GTS), Zimbabwe: "Tourism Greening: A Strategy Towards Mitigating Against Climate Change"
- **Professor Prem Jain**, Technical Coordinator, Climate Change Facilitation Unit (CCFU), Zambia: "Mitigating Greenhouse Gas Emissions in Tourism"

Returns on Investment from Conservation Practices

LOCATION: Makumbi

MODERATOR: Agha Iqar Haroon, President, Ecotourism Society Pakistan; President, The Region Initiative, Pakistan

- **Dr. Freddie Kwesiga**, Zambia Country Office Resident Representative, African Development Bank, Zambia: "Public-Private Sector Partnerships in Management of Natural Resources as an Adaptation Strategy to Climate Change"
- **Arturo Crosby**, President/CEO, Forum Natura International, Spain: "How Small Tourist Destinations Can Reply to Environmental Changes: Opportunities Versus Fears"
- **C. Michael Hall**, Professor, University of Canterbury, Christchurch, New Zealand; Docent, University of Oulu, Finland; Visiting Professor, Linnaeus University, Sweden, New Zealand: "Sustainable Tourism is Dead, Long Live Sustainable Tourism! The Need for a New Sustainable Tourism to Meet the Challenges of Climate Change"***

Strategies for Marketing and Tourism Investment

LOCATION: Nalikwanda

MODERATOR: Gopinath Parayil, Founder, The Blue Yonder, India

- **Graham Leslie**, Founder and CEO, VisitEarth.travel (United Kingdom) and IX-tourism Solutions (Switzerland): "Fairtrade African Tourism Network: Sustainability through Profit"
- **Judy Karwacki**, Small Planet Consulting, Canada: "Market-Responsive Sustainable Tourism Marketing"
- **Marika Mann**, Founder, Owner and Executive Manager, Estonian Nature Tours, Estonia: "The Sustainable Tourism Product: Development and Marketing by Estonian Nature Tours"
- **Jayanthi Iyengar**, Founder, India Tourism eCatalog; Lead Speaker and Founder, Eternal Energy, India: "Marketing Responsible Tourism to Encourage Initiatives to Combat Climate Change"

CONFERENCE PROGRAM

TUESDAY – 17 MAY, 2011

PLENARY SESSION III

BALLROOM • 14:10 – 15:45

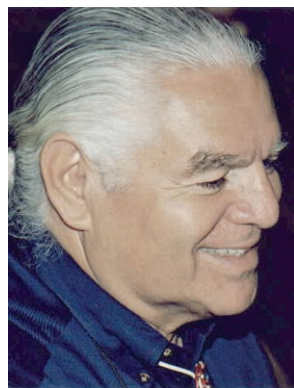
Developmental, Cultural and Partnering Perspectives

MODERATOR: Dr. Noel Brown, Chairman, IIPT International Advisory Board; President, Friends of the United Nations



Viola Morgan

Country Director, Zambia,
UN Development Programme
(UNDP)



Ben Sherman

President, Native Tourism
Alliance; Member, Oglala
Lakota Tribal Nation



Francis Mfune

Executive Director, Regional
Tourism Organization of
Southern Africa (RETOSA)



Alain St. Onge

CEO, Seychelles Tourism
Board

CONCURRENT SESSIONS D

16:05 – 17:40

Preserving Bio-diversity for Future Generations

LOCATION: Ballroom

MODERATOR: Simon Jones, Vice President, Solimar
International, United States

- **Gopinath Parayil**, Founder, The Blue Yonder, India: "Tourism in the Time of Climate Change – The Way Ahead 'Experiments from India'"
- **Penyani Banda**, President, Tourist Arts and Crafts Network, Zambia: "The Economic and Sustainable Potential for the Handicrafts Creative Industry with Reference to Climate Change: A Case Study of the Makishi and Nyau Dolls in Zambia"
- **Dr. Victor Siamudala**, Program Manager, Kavango – Zambezi Transfrontier Conservation Area (KAZA TFCA) Secretariat, Botswana: "The Impact of Poaching and Deforestation"
- **Dr. Smart N. Uchegbu**, Associate Professor, Department of Urban and Regional Planning, University of Nigeria, Enugu Campus, Nigeria: "Impact of Climate Change on Tourism in Africa"

Forums for Responsible Travel and Tourism

LOCATION: Makumbi

MODERATOR: Graham Leslie, Founder and CEO,
VisitEarth.travel (United Kingdom) and IX-tourism
Solutions (Switzerland)

- **Professor Helen Purkitt**, Fulbright Research Fellow, Fall 2010; International Tourism Research Center (ITRC), University of Gaborone; Professor, Department of Political Science, U.S. Naval Academy, United States: "Using Internet Collaboration Tools to Facilitate Research on Tourism, Sustainable Development and to Manage Emerging Security Threats in SADC Countries"
- **Gordon Sillence**, Director, UN Type II DestiNet Sustainable Tourism; Vice President, ECOTRANS Network on Sustainable Tourism Development, Portugal: "Planning to Mainstream African Tourism at the London 2012 Olympics – Prosperity through Peace for People in Need"
- **Professor Overson Shumba**, Lecturer, Copperbelt University (CBU), Zambia: "Prospects for Quality and Relevance – Utilizing Hospitality and Tourism Sector Examples in Educational Settings"
- **Kalaluka Mulyokela**, President, Tourism Forum, Zambia: "Responsible Travel and Tourism in a Changing Environment"

Sustainable Strategies and Practices from Diverse Regions II

LOCATION: Nalikhwanda

MODERATOR: Jon-Paul Bowles, Vice President,
Destination Stewardship and Advisory Services,
Sustainable Travel International, United States

- **Dr. Klaus Radunsky**, Head of Unit, Umweltbundesamt, GmbH, Austria: "Tourism in Austria and Adaptation to the Impacts of Climate Change"***
- **Haliya Dr. Rabia Yasai Cengiz**, President, Cengiz Organization for Art and Tourism (COAT), Kano State, Nigeria: "Challenges of Climate Change to Tourism in Nigeria"
- **Maga Ramasamy**, Coordinator, IIPT Indian Ocean Islands Chapter; President, World Airlines Club Association (WACA); President, Indian Ocean Islands Interline Club, Mauritius: "Sustainable Tourism – A Challenge for the Islands of the Indian Ocean Region in Relation to Global Climate Change"
- **Justine Madiesse**, Head Office, CEPIR, Ministry of Scientific Research and Innovation, Cameroon: "Challenge of Climate Change to Tourism: Case of Cameroon and Central Africa"

CONFERENCE PROGRAM

WEDNESDAY – 18 MAY, 2011

HOST DAY – EXCURSION AT CHAMINUKA NATURE RESERVE

09:00 – 17:00

- Morning and Afternoon Game Drives

Travel in open-air 4-wheel drive safari vehicles conducted by qualified rangers and experienced trackers into a wildlife park boasting 4,000 hectares with more than 20 species of wildlife, including giraffe, elephant, sable, eland, lion, kudu, warthog, hyena, zebra and 300-plus bird species...

- Sumptuous Buffet Lunch
- Interpretative Bush Walks
Walking safari and bird watching...
- Horseback Safaris
- Fishing and Boating
- History Tour of Chaminuka
and Viewing of the Extensive Art Collection
- Cheese Tasting



GALA DINNER

19:30 – 22:00

LOCATION: Hotel Intercontinental Lusaka

HOSTED BY: Ministry of Tourism, Environment and Natural Resources, Zambia

THURSDAY – 19 MAY, 2011

PLENARY SESSION IV

BALLROOM • 09:00 – 10:40

Responses to Climate Change Challenges from Africa, Asia, the Caribbean and Europe

MODERATOR: Dr. Noel Brown, Chairman, IIPT International Advisory Board; President, Friends of the United Nations



Hon. Abubakar Sadiq Mohammed
Minister of Tourism, Culture and National Orientation, Nigeria



Jayesh Ranjan, IAS
Secretary, Tourism, Government of Andhra Pradesh, India



Earlston B. McPhee
Director, Sustainable Tourism Planning and Development, Bahamas Ministry of Tourism and Aviation



Foppe J. Seekles
General Ambassador EUCC International; Executive Director EUCC Malta; Member of the Board of Medcenter ECNC / EUCC; Co-President Renaissance Group Europe

CONFERENCE PROGRAM

THURSDAY – 19 MAY, 2011

CONCURRENT SESSIONS E

11:00 – 12:45

Traditional Approaches to Preserving Bio-diversity

LOCATION: Ballroom

MODERATOR: Judy Karwacki, Small Planet Consulting, Canada

- **Senior Chief Mukuni**, Senior Chief of the Toka Leya, Mukuni Royal Establishment, Zambia «
- **Senior Chief Kalindawalo**, Senior Chief of the Nsenga, Nsenga Royal Establishment, Zambia «
- **Ben Sherman**, President, Native Tourism Alliance; Member, Oglala Lakota Tribal Nation, United States: "The Power of Indigenous Wisdom: Traditional Paths to Ecological Balance"

Establishing Guidelines and Business Strategies for Sustainable Tourism

LOCATION: Makumbi

MODERATOR: Max Haberstroh, International Consultant on Sustainable Tourism, Germany

- **Jon-Paul Bowles**, Vice President, Destination Stewardship and Advisory Services, Sustainable Travel International, United States: "A Global Perspective: Sustainable Tourism Certification"
- **Stewart Moore**, CEO, Earthcheck Earthcheck Pty Ltd, Australia: "Going Beyond Green: The EarthCheck Program Helps Companies Reduce Consumption of Natural Resources"***
- **Annie Kapapula-Landu**, Independent Consultant, Zambia «
- **Dr. Liberty Mweemba**, Lecturer, University of Zambia (UNZA), Zambia «

Coastal Tourism Strategies and Water Management

LOCATION: Nalikwanda

MODERATOR: Earlston B. McPhee, Director, Sustainable Tourism Planning and Development, Bahamas Ministry of Tourism and Aviation, The Bahamas

- **Martha Honey, Ph.D.**, Director, Center for Responsible Travel (CREST), United States: "Coastal Tourism Development in the Era of Climate Change"
- **Sally King**, World Heritage Visitor Manager, Jurassic Coast World Heritage Team, United Kingdom: "The Jurassic Coast World Heritage Site, United Kingdom – Meeting Challenges in a Protected Landscape"***
- **Professor Joseph E. Mbaiwa**, Associate Professor (Tourism Studies), University of Botswana, Okavango Research Institute, Botswana: "The Impact of Climate Change on Tourism Activities and their Economic Benefits in the Okavango Delta, Botswana"
- **Foppe J. Seekles**, General Ambassador EUCC International; Executive Director EUCC Malta; Member of the Board of Medcenter ECNC / EUCC; Co-President Renaissance Group Europe, The Netherlands: "Quality Tourism = (Peace + Climate Change) x Innovation"

PLENARY SESSION V

BALLROOM • 14:10 – 15:45

Preparing Tourism to Mitigate Climate Change – An Interactive Discussion

MODERATOR: Timothy Marshall, Chairman, IIPT Board of Directors; President and CEO, Jamaica Business Resource Center (JBRC)



Susanne Becken
Associate Professor, Environment, Society and Design, Lincoln University, and Director of LEaP (Centre for Land, Environment and People)



Martha Honey, Ph.D.
Director, Center for Responsible Travel (CREST)



Agha Iqrar Haroon
President, Ecotourism Society Pakistan; President, The Region Initiative



Rose Mukogo
Managing Director, Green Tourism Services (Pvt) Ltd (GTS)



Jon-Paul Bowles
Vice President, Destination Stewardship and Advisory Services, Sustainable Travel International

CONFERENCE PROGRAM

THURSDAY – 19 MAY, 2011

WORKSHOPS

16:05 – 17:40

How to Write about Tourism Seriously as an Economic and Environmental Issue

LOCATION: Ballroom

LEAD BY: Elizabeth Becker, Award-winning Author and Journalist, United States

Most travel writing sounds like a travel brochure, not journalism. Everything is wonderful, everything is environmentally friendly, the food is great, the sunsets are brilliant and wild animals are spotted on the last day of a safari.

In fact, tourism is an industry – the biggest industry in the world – and has huge impacts that go unexamined. The tourism industry is as important as the oil industry and needs to be reported just as seriously, especially in Africa where tourism is expected to be a major building block of many economies.

Questions to be explored in the workshop include: do more profits from tourism go back to international headquarters or stay inside the country? What jobs are available to locals in tourism? Is there sufficient sewage capacity, roads and garbage pickup for the tourism sector? How does this affect the environment? Wildlife parks are key to African tourism, how are local people integrated into these parks and how do they benefit from the tourism trade? Are there sufficient resources to protect the parks?

The Wow Factor: Experiential Tourism and Transforming the Travel Experience

LOCATION: Makumbi

LEAD BY: Judy Karwacki, Small Planet Consulting, Canada

A tourism product is what you buy.

A tourism experience is what you remember.

There is an evolution taking place – from mass tourism, with its packaged vacations and low levels of interaction with the local culture, to experiential tourism, which leaves people with memories for a lifetime.

Today's travelers want to fully experience their African destinations, to make connections to the culture and the people they are visiting. They want the chance to meet new friends, and learn about their history, traditions and day-to-day life. Experiential travelers seek sustainable, low impact cultural and nature experiences that are authentic, hands-on and engage all the senses.

Participants in this workshop will have the opportunity to learn about the sustainable, authentic, experiential tourism market. They will develop a new understanding of, and skills in, sustainable experiential travel product development, marketing and partnership creation.

Business Planning in the Tourism Industry: A Road Map for Success

LOCATION: Nalikwanda

LEAD BY: Timothy Marshall, Chairman, IIPT Board of Directors; President and CEO, Jamaica Business Resource Center (JBRC), United States

Entrepreneurs and business managers in the tourism sector are often so preoccupied with immediate issues that they sometimes lose sight of their ultimate objectives. This session is founded on the belief that "failing to plan is equivalent to planning to fail."

A sound and timely business plan establishes the framework for business strategy as well as business benchmarks and objectives. It facilitates action and generates measurable results that propel business growth – providing a clear vision to all organization members when properly prepared and communicated.

Instead of being purely reactive to outside pressures and market challenges, the planning process will offer specific answers to challenges, play a vital role in helping to avoid mistakes and recognize hidden opportunities.

This session will explore critically important issues pertaining to starting and/or growing a successful micro-enterprise in the tourism industry. Particular focus will be given to: management/organization/operations, market analysis and strategic marketing planning, basic requirements to secure financing, SWOT analysis: strengths and weaknesses, opportunities, threats and the importance of an excellent executive summary.



CONFERENCE PROGRAM

FRIDAY – 20 MAY, 2011

PLENARY SESSION VI

BALLROOM • 08:30 – 9:00

Launching of Initiatives for Sustainable Development, Peace and Poverty Reduction

MODERATOR: Dr. Noel Brown, Chairman, IIPT International Advisory Board; President, Friends of the United Nations



Thomas Steinmetz
Publisher,
eTurboNews



Gopinath Parayil
atmosfair,
India representative



Gordon Sillence
Director, UN Type II
DestiNet Sustainable
Tourism; Vice
President, ECOTRANS
Network on
Sustainable Tourism
Development



Max Haberstroh
International
Consultant
on Sustainable
Tourism



Graham Leslie
Founder and CEO,
VisitEarth.travel and
IX-tourism Solutions

CLOSING PLENARY

BALLROOM • 09:15 – 11:15

Summations of Forums and Conference Sessions – and Conference Recommendations



Hon. Catherine Namugala, MP
Minister of Tourism,
Environment and Natural
Resources, Republic of
Zambia



Louis D'Amore
Founder and President, IIPT



Dr. Noel Brown
Chairman, IIPT International
Advisory Board; President,
Friends of the United Nations



Timothy Marshall
Chairman, IIPT Board of
Directors; President and CEO,
Jamaica Business Resource
Center (JBRC)

MEDIA CONFERENCE

BALLROOM • 11:30 – 12:15

GENERAL INFORMATION

CONFERENCE VENUE AND HOTEL

Hotel Intercontinental Lusaka

Haile Selassie Avenue

P.O. Box 32201

Lusaka, Zambia

Front Desk: +260 211 25000

LANGUAGE

English

DRESS CODE

Business

ROOMS

Conference Organizers Nsumbu

Media Kafue

CONTACTS

Ministry of Tourism, Environment and Natural Resources

P.O. Box 30575

Lusaka, Zambia

Fax: +260 211 229420

E-mail: psmtenr@mtenr.gov.zm

www.mtenr.gov.zm

International Institute for Peace through Tourism

685 Cottage Club Road

Unit 13, Stowe, VT 05672 USA

Phone: +1 802 253 8671

Fax: +1 802 253 2645

E-mail: lj@iippt.org

www.iippt.org

OPTIONAL TOURS

MFUWE (SOUTH LUANGWA) AND VICTORIA FALLS

6 Nights/ 7 Days

Transfer from Hotel to Lusaka International Airport for a flight to Mfuwe. Arrive Mfuwe and transfer to the Lodge. Overnights at Bushcamp Lodge on a fully-inclusive basis. Transfer from Lodge to Mfuwe Airport and connect on a flight to Lusaka International Airport. Connect on a flight from

Lusaka to Livingstone. Arrive Livingstone Airport and transfer to Hotel. Overnights at Protea Hotel/Zambezi Sun/Royal/David Livingstone/Chrismar Hotel. Guided Tour of Falls and Mukuni Village. Lady Livingstone Sunset Cruise. Transfer from Hotel to Livingstone Airport.

VICTORIA FALLS AND CHOBE

3 Nights/ 4 Days

Arrive Livingstone Airport and transfer to Hotel. Lady Livingstone Sunset Cruise. Overnights at Protea Hotel/Zambezi Sun/Royal/David Livingstone/Chrismar Hotel. Guided Tour of Falls and Mukuni Village. Chobe Day Trip. Transfer from Hotel to Livingstone Airport.

LIVINGSTONE

2 Nights/ 3 Days

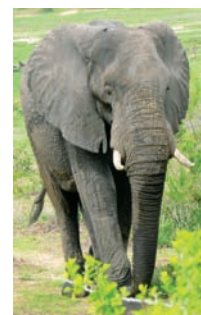
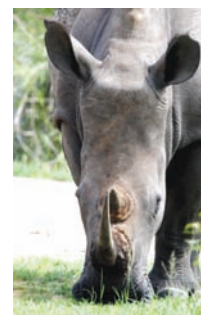
Arrive Livingstone Airport and transfer to Hotel. Lady Livingstone Sunset Cruise. Overnights at Protea Hotel/Zambezi Sun/Royal/David Livingstone/Chrismar Hotel. Guided Tour of Falls and Mukuni Village. Game Drive in Mosi-oa-Tunya National Park. Transfer from Hotel to Livingstone Airport.

Optional Add-ons

- Elephant-back Safari
- 15-minute Heli Flip
- Half-day Canoeing
- Lion Encounter
- Steam Train
- Dinner/Entertainment

HALF-DAY AND FULL-DAY TOURS

- Game Drive
- Guided Falls Tour
- Mukuni Village Tour
- Livingstone City Tour/Markets
- Sunset Cruise
- Chobe Tour
- Rhino Walk
- Heli Flip (15-, 22- and 30-minute)
- Canoeing on the Zambezi River
- Elephant-back Safari
- Lion Walk
- Cheetah Interaction
- Whitewater Rafting
- Livingstone Island Lunch



CONFERENCE PROGRAM: "AT A GLANCE"

SUNDAY 15 MAY	MONDAY 16 MAY	TUESDAY 17 MAY	WEDNESDAY 18 MAY	THURSDAY 19 MAY	FRIDAY 20 MAY
Launch of National Peace through Tourism Week	Registration Continues	Registration Continues	Registration Continues	Registration Continues	
08:30 – 14:00 Half-Day Forums	09:00 – 10:40 Opening Ceremonies	09:00 – 10:40 Plenary Session II	09:00 – 17:00 Host Day Excursion at Chaminuka Nature Reserve	09:00 – 10:40 Plenary Session IV	08:30 – 9:00 Plenary Session VI
Traditional Leaders Forum	10:40 – 11:00 Health Break	10:40 – 11:00 Health Break	Game Drives	10:40 – 11:00 Health Break	09:15 – 11:15 Closing Plenary
Educators Forum	11:00 – 12:45 Plenary Session I	11:00 – 12:45 Concurrent Sessions C	Buffet Lunch	11:00 – 12:45 Concurrent Sessions E	11:30 – 12:15 Media Conference
Student/Youth Leaders Forum	13:00 – 14:00 Luncheon	13:00 – 14:00 Luncheon	Horseback Safaris	13:00 – 14:00 Luncheon	Optional Tours Begin
	14:10 – 15:45 Concurrent Sessions A	14:10 – 15:45 Plenary Session III	Fishing and Boating History Tour	14:10 – 15:45 Plenary Session V	
15:30 Meeting of Speakers, Moderators and Rapporteurs	15:45 – 16:05 Health Break	15:45 – 16:05 Health Break	Cheese Tasting	15:45 – 16:05 Health Break	
	16:05 – 17:40 Concurrent Sessions B	16:05 – 17:40 Concurrent Sessions D		16:05 – 17:40 Workshops	
19:00 Welcome Reception			19:30 – 22:00 Gala Dinner		

IIPT CREDO OF THE PEACE TRAVELER

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 hosts 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.

International Institute for Peace through Tourism



The "One Earth, One Family" portrait by R. Padre Johnson "provides a view of our incredible Earth from outer space, surrounded by the open faces of 25 children and adults representing a cross section of 25 of our planet's fascinating cultures."

R. Padre Johnson

SPONSORS, PARTNERS AND SUPPORTERS

We extend our most sincere thanks and appreciation to the following:

SPONSORS



GARDEN GROUP OF HOTELS



GOLDEN BRIDGE HOTEL

PARTNERS



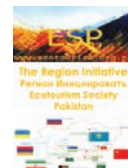
MEDIA PARTNERS



Tourism & Wildlife



SUPPORTERS



TRADITIONAL LEADER, EDUCATIONAL AND STUDENT/YOUTH LEADER PARTNERS

Zambia Ethno Tourism and Cultural Tourism Alliance



Children and Youth Welfare Foundation

OFFICIAL VENUE AND HOTEL



INTERCONTINENTAL®
LUSAKA

*"Climate change is the pre-eminent geopolitical and economic issue of the 21st century.
It rewrites the global equation for development, peace and prosperity."*

UN Secretary General Ban Ki-moon



CONFERENCE WEBSITE WWW.MTENR.GOV.ZM/IIPTCONFERENCE

IIPT WEBSITE WWW.IIPT.ORG