



INTERNATIONAL INSTITUTE FOR **PEACE** THROUGH TOURISM
INSTITUT INTERNATIONAL POUR LA **PAIX** PAR LE TOURISME

July 2005 Issue-2



Global Summit
on Peace through Tourism

3RD GLOBAL SUMMIT ON PEACE THROUGH TOURISM

ROYAL CLIFF BEACH RESORT
PATTAYA, THAILAND
OCTOBER 2-5, 2005

3RD GLOBAL SUMMIT TO ADDRESS SUSTAINED TRAVEL INDUSTRY RESPONSE TO TSUNAMI AFFECTED AREAS

A key goal of the 3rd Global Summit on Peace through Tourism is to develop a sustained travel industry response to the social and economic re-vitalization of tsunami affected countries in support of the Pacific Asia Travel Association (PATA).

The 3rd Global Summit on Peace through Tourism is being held October 2-5, 2005 at the award winning Royal Cliff Beach Resort and Conference Center, Pattaya, Thailand.



Peter DeJong

A plenary session to be moderated by PATA President and CEO Peter DeJong will focus on identifying actions and strategies by which the travel and tourism industry can make a significant contribution to the long term re-development of tsunami affected areas, particularly areas which thrive on tourism.

Featured keynote speakers on the panel will include:

Dr. Sasithara Pichaichannarong, Director-General, Tourism Development Thailand; Hon. Anura Bandaranaike, MP, Minister of Industry, Tourism & Investment Promotion, Sri Lanka; Dr. Mustafa Lutfi, Minister of Tourism, Maldives; Mrs. Renuka Chowdhury, Minister of Tourism, India (invited); H.E. Jero Wacik, Minister of Culture and Tourism, Indonesia (Invited); Mr. Udaya Nanayakkara Chairman, United Federation of Travel Agents' Associations (UFTAA); and Dr. Tom Selänniemi, Chairman, Tour Operators' Initiative for Sustainable Tourism.



Hon. Anura
Bandaranaike



Dr. Mustafa Lutfi



Mr. Udaya Nanayakkara



Dr. Tom Selänniemi

The Summit will also feature a workshop where the actions and strategies brought forward in the plenary session will be discussed further and with a view to developing partnering relationships and a coordinated approach to initiatives contributing to the sustained re-development and revitalization of tsunami affected areas.

Special Invitation to Volunteer Tourism Organizations

With this newsletter, we particularly invite all organizations involved in 'Volunteer Tourism,' 'Philanthropic Tourism,' 'Youth Travel' and 'Executive Overseas Volunteer Programs' and other Volunteer Programs throughout the world, to take part in the Summit - and in particular this workshop.

One Earth One Family: Travel & Tourism - Serving a Higher Purpose

Theme of the 3rd Global Summit is "One Earth One Family: Travel and Tourism - Serving a Higher Purpose." Its aim is to develop a 21st Century Agenda for Peace through Tourism that addresses key global issues of our time. Topics on which consensus will be sought include:

- A Sustained Travel Industry Response to the Social and Economic Revitalization of Tsunami Affected Countries;
- The Travel and Tourism Industry Contribution to Poverty Reduction;
- Healing the Wounds of Conflict through Tourism, Culture and Sports;
- Promoting Cultural and International Understanding, Tolerance and Cooperation;
- Ecological Enhancement and Preservation of Biodiversity.



Artist R. Padre Johnson

Asia - Africa Bridge of Tourism, Peace and Collaboration

As a further goal of the 3rd Global Summit, IIPT's first major event in Asia, we are endeavoring to create an Asian - African Bridge of Tourism, Friendship, Peace and Collaboration.

This further goal is in support of the Asia-Africa New Strategic Partnership Declaration resulting from the Asia-Africa Summit held in Jakarta, Indonesia, April 22- 23, 2005. The Declaration of the leaders from 106 countries is based on a spirit of unity, friendship and cooperation as a foundation for Asian and African nations to develop better relations and address global issues of common concern.

The Summit is in support of the UN Decade of Peace and Non-Violence for the Children of the World and the UN Millennium Development Goals.

Keynote Speakers of Other Plenary Sessions



Dr. Kim Hak Su

Other featured Keynote Speakers include: Dr. Kim Hak Su, Executive Secretary, United Nations, ESCAP (Economic and Social Commission for Asia and Pacific); Hon. Patrick K. Kalifungwa MP, President, Africa Travel Association (ATA), and Minister of Tourism, Environment and Natural Resources, Republic of Zambia; H.E. Mr. Veng Sereyvuth, Senior Minister, Royal Government of Cambodia; Hon. Eduardo Jonatão S. Chingunji, Ministre de l'hôtellerie et du tourisme, Angola; Dr. Monthip Sriratana Tabucanon, Regional Councillor for South and East Asia, International Union for the Conservation of Nature (IUCN);



Hon. Patrick K. Kalifungwa MP

As well as Mr. Alwin Zecha, Executive Chairman, Pacific Leisure Group, and Executive Committee of PATA Board; Kathryn W. Sudeikis, CTC, President and CEO, American Society of Travel Agents (ASTA); Hon. Momamed Mohamud Haid, Minister of Toursim and Wildlife, Transitional Federal Government of Somalia; Prof. Manasseh Nshuti, Minister Of Commerce, Industry, Investment Promotion, Tourism And Cooperatives, Republic of Rwanda; Hon. Morris Dzoro, MP, Minister of Tourism and Wildlife, Republic of Kenya; Rejoice Thizwilondi Mabudafhasi, Deputy Minister of Environmental Affairs and Tourism, South Africa; and Spencer T. King, President & CEO; International Executive Service Corps;



H.E. Mr. Veng Sereyvuth



Hon. Eduardo Jonatão S. Chingunji



Dr. Monthip Sriratana Tabucanon



Mr. Alwin Zecha



Kathryn W. Sudeikis, CTC



Hon. Momamed Mohamud Haid



Ms. Rejoice Thizwilondi Mabudafhasi



Spencer T. King



The 3rd Global Summit is supported by the Thailand Convention & Exhibition Bureau and with the support of the World Tourism Organization



Summit to Feature "Success Stories" and "Models of Best Practice"

A series of Concurrent sessions will provide case studies of "Success Stories" and "Models of Best Practice" demonstrating leading-edge travel and tourism initiatives in the following areas:

- Tourism Contribution to Poverty Reduction
- MicroEnterprise and SME Development
- Community Capacity Building and Empowerment
- Thailand Community Tourism: the Wang Nam Keow Model
- Indigenous Tourism
- Sport for Peace and Development
- Youth Travel & Empowerment
- Volunteer and Philanthropic Tourism
- Making Travel Accessible for All
- Healing the Wounds of Conflict
- Mayors Forum - Southern Thailand
- Promoting a Just and Equitable Society through Travel
- Linkages of Tourism - Environment - Wildlife
- Parks and Protected Areas - Preserving Biodiversity
- Educating for a Culture of Peace through Tourism
- Role of the Media in a 21st Century Agenda
- Linkages of Tourism, Culture, Heritage and the Arts in 'Building a Culture of Peace'
- Tourism at Commemorative Sites - Providing a message of Peace

These sessions will also explore what more can be achieved in these areas through collaborative efforts.

Participants

The 3rd Global Summit will bring together senior executives from all sectors of the travel and tourism industry, public and private; U.N. agencies, donor agencies, and NGO's; leading educators, policy analysts, researchers, practitioners, entrepreneurs, future leaders of the industry; and senior representatives from related sectors including: Culture, Sport, Environment, and Sustainable Economic Development.

Educators Forum

An Educators Forum with leading educators from around the world is being organized by Professor Kaye Chon, The Hong Kong Polytechnic University. The Forum will take place Sunday, October 2nd. For more information, please visit our website: www.iipt.org/3rdglobalsummit or contact Professor Chung directly at Email: hmkchon@polyu.edu.hk.

International Student and Youth Leadership Forum

An International Student and Youth Leadership Forum will also be held on October 2nd bringing together creative and energetic young leaders from countries around the world who will develop a 'Youth Agenda for Building a Culture of Peace through Tourism.' Future leaders of the Travel and Tourism industry may contact Nishit Charadva at email: ncharadva@yahoo.com for more information.

Other Forums

- Community Tourism Forum
- Cultural Tourism Forum
- Indigenous Tourism Forum
- Forum on Inter-faith Dialogue
- Young Professionals Forum

IIPT Meetings

IIPT International Networks currently exist, or are being formed, in each of the above areas in which Forums are being conducted. The Forums will also serve as meetings to determine future directions in each of these areas. The Indigenous Tourism Forum is in support of the organization of a World Indigenous Tourism Conference being planned by Indigenous tourism leaders who will be involved in the Summit and the Indigenous Tourism Forum. All forums are scheduled for Sunday, October 2nd.

IIPT Coalition of Partners for World Peace through Tourism will have a meeting on Sunday afternoon, October 2nd. Persons representing organizations that are interested in becoming [Coalition Partners](#) are invited to take part in the meeting. For more information, please contact Louis D'Amore, email: ljd@iip.org.

IIPT Chapters Meeting will also take place Sunday afternoon, October 2nd. Persons interested in organizing a chapter are invited to attend. For more information, please contact IIPT Chapter Coordinator, Daphne Lowe Kelley, lowekelley@bigpond.com.

IIPT Scholarship Award

To further stimulate thinking among students of tourism and hospitality in advance of the Summit, IIPT will award a US \$1,000 to the University student writing the best paper on "Building a Culture of Peace through Tourism."

[Click here](#) for the winning essay.

Summit Sponsors

IIPT is proud to have [Resorts Condominium International \(RCI\)](#), [Africa Travel Association](#), [Reed Travel Exhibitions](#) as sponsors of the Summit.



Media Sponsors

IIPT is proud to have [eTurboNews](#), [World Tourism Directory](#), [Travel World News](#), [Africa Travel Magazine](#), [Travel Weekly](#), [Pattaya Mail](#), Tourism & Wildlife and [Travel Talk Radio](#) as Media Sponsors of the Summit.



Support for Summit

Our previous newsletter (<http://iipt.org/newsletter/IIPTJuly2005.html>) announced support for the Summit by over 35 prestigious international organizations. Persons who are members of supporting organizations are entitled to a discounted registration fee. For more information on the Summit and to register, please visit our website: <http://www.iipt.org/3rdglobalsummit/>

Additional Supporters Welcome

We welcome other international organizations who are interested in supporting the 3rd Global Summit - its theme, aim and goals, to contact IIPT: email address: supporter@iipt.org

Supporting organizations are asked to assist by promoting the Summit to their members and through their various channels of communication including newsletters, websites and media releases.

IIPT Coalition of Partners for World Peace through Tourism

Supporting organizations are in addition to IIPT's nearly 40 [Coalition of Partners](#) for World Peace through Tourism. Their logos are included below and hyperlinked to their respective websites.

Members of Coalition partners are entitled to a special discounted registration fee. To register, please visit our website: <http://www.iipt.org/3rdglobalsummit/> and click on 'Register' on the top right navigation bar.

Foundations

The 3rd Global Summit on Peace through Tourism builds on the foundations of two previous Global Summits: Amman 2000; and Geneva, 2003; three global conferences: Vancouver, 1988; Montreal, 1994; and Glasgow, 1999; three African Conferences: Nelspruit, Mpumalanga Province, South Africa, 2001; Dar es Salaam, Tanzania, 2003; and Lusaka, Zambia, 2005 - and a series of smaller conferences and symposia in Turkey, Greece, Italy, Pakistan, Israel, Jordan, Caribbean, United Kingdom, Australia, and the United States. Our March newsletter reported on the 3rd IIPT African Conference in Lusaka, Zambia and can be viewed at:

<http://www.iipt.org/newsletter/IIPTMar2005.html>

Post Summit Tours

In support of the [Pacific Asia Travel Association \(PATA\)](#) message that tourists to Tsunami affected countries are assured of a warm welcome; and that their presence and enjoyment sends an authentic message of caring, solidarity, and support for recovery; Post Summit Tours are being organized by our Summit PCO, Pacific World, to Phuket, Krabi, Sri Lanka, the Maldives and Bali. For more information on tours, Please visit our website:

<http://www.iipt.org/3rdglobalsummit>.



The Summit has been scheduled to immediately follow the 28th PATA Travel Mart 2005 (PTM05), taking place at the Kuala Lumpur Convention Centre (KLCC) in Kuala Lumpur, Malaysia, September 27-30, 2005. We offer a warm welcome to buyers and sellers from around the world attending PATA Travel Mart to join us in Pattaya, Thailand for the 3rd Global Summit on Peace through Tourism.

For more information on PATA Travel Mart:

E-mail: PTM@PATA.org Tel: (66-2) 658-2000; Fax: (66-2) 658-2013

A special discounted registration fee US\$ 375 is available to PATA members.

Official Hotel and Venue

The award winning Royal Cliff Beach Resort and Conference Center is the official hotel and venue for the Summit. Special Room Rates are available to June 30th. Participants are invited to book directly with the Royal Cliff:

Web: www.royalcliff.com; email: reservatiions@royalcliff.com;

Tel: + 66.38 250.421; Fax: 66.38 250.844.



Royal Cliff Beach Resort
ROYAL CLIFF BAY, PATTAYA

Official Airline

Thai Airways International is the Official Airline of the Summit and will provide best market fares to delegates. Please contact your local Thai Airways office mention conference code: **TG0510015**. For further information on Thai Worldwide offices, please visit: www.thaiair.com



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 and tourism - becoming the world's first global peace industry; and the belief that every traveler is potentially an "Ambassador for Peace."

For more information:

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Coalition of Partners for World Peace Through Tourism



Connected International
Meeting Professionals
Association



Universal Federation of
Travel Agents' Association



European Travel Commission



American Tourism Society for Russia, Central Europe and Balkans



World Airlines Clubs Association



The International Tourism Exchange



The OTS Foundation



Hellenic Association of Travel & Tourism Agencies



Ambassadors for Children



Educational Travel Community



OFFICIAL INTRANET OF THE CARIBBEAN TOURISM COMMUNITY



Sustainable Communities
Foundation (SCF)

Nepal Tourism
Industry Association

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