A woman in traditional Indian attire, including a yellow and red sari and elaborate jewelry, is captured in a graceful dance pose. She is smiling and looking towards the camera. The background is dark, making her vibrant colors stand out.

# WORLD & I

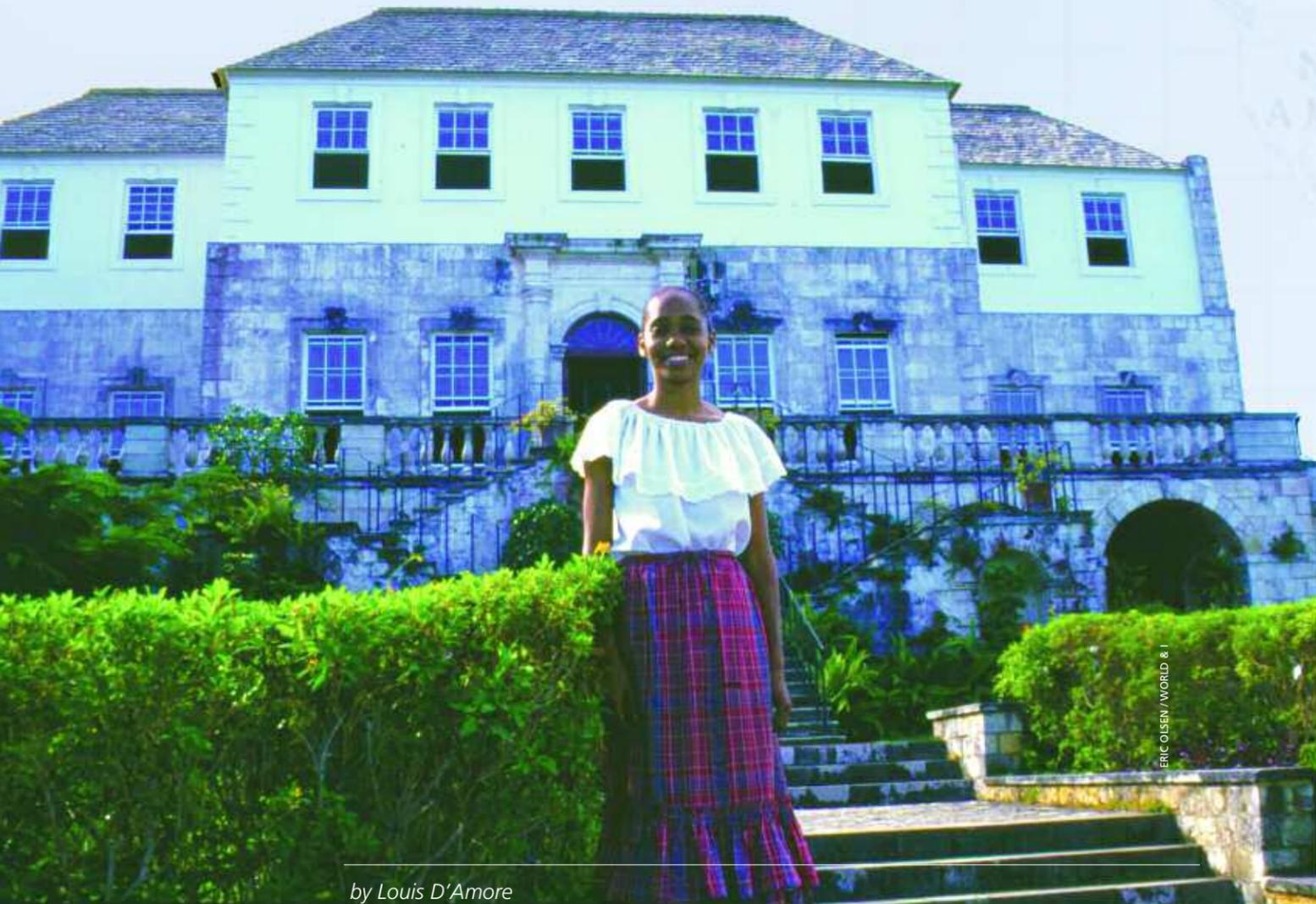
Innovative Approaches to Peace

## Tourism: The Global Peace Industry

- Trekking Toward Democracy in Nepal
- The Bering Strait Global Peace Initiative

# TOURISM: THE GLOBAL PEACE INDUSTRY

*“Travel is fatal to prejudice, bigotry, and narrow-mindedness.”*  
—Mark Twain



by Louis D'Amore

“The world is a book,” observed Saint Augustine, “and those who do not travel read only one page.” Some sixteen centuries later, the “book” is becoming a page-turning bestseller. Travel and tourism has established itself as the world’s largest industry, revolutionizing our understanding of ourselves, others, and the world.

The exponential growth of international tourism arrivals from 25 million in 1950 to nearly 850 million in 2006 is clearly one of the most remarkable economic and social phenomena of our time. The UN World Tourism Organization forecasts that international arrivals will increase further, to more than 1 billion in 2010 and 1.5 billion by 2020.

Travel and tourism revenues have shown an even more impressive growth, with an average rate of increase of nearly 12 percent a year from 1950 to 2000, reaching some U.S. \$7 trillion in 2006, according to the World Travel and Tourism Council (WTTC). To put this in perspective, the total defense budget of all nations is approximately \$1 trillion. The WTTC estimates that travel and tourism will account for 10.3 percent of global GDP in 2007. Directly and indirectly, this translates into some 234 million jobs (roughly one in every eleven) and one-third of world trade in services.

## Tourism and the developing world

In 1950, Western Europe and North America accounted for all but 3 percent of international tourism. By 1990, the market share of tourism to developing countries had increased to 29 percent; by 2005, it had reached 40 percent. Tourism arrivals in developing countries increased by 48 percent, three times the world average. Revenues grew by 76 percent in the same period, twice the world average.

Total foreign exchange earnings from tourism by developing countries grew from \$50 billion in 1990 to \$200 billion in 2005. Tourism is the main source of foreign exchange for 47 of the world’s 50 least developed countries (LDCs) and is the only industry that has a positive balance of trade with the developing world, taken as a whole. Significantly, the rev-

enues received from tourism account for more currency moving from rich nations to poor nations than the total of foreign aid from all governments.

A recent report by the Australian Co-operative Research Centre for Sustainable Tourism noted that “tourism accounts for 36 percent of trade in commercial services in advanced economies but 66 percent of such trade in developing countries.” Tourism, it concludes,



“appears to be one of the few economic sectors able to guide a number of developing countries to higher levels of prosperity and for some to leave behind their least developed country status.”

For decades Africa has faced the greatest development challenges and led the world in rates of poverty, child mortality, and political instability. Yet Africa has shown the strongest growth in the tourism sector of any region in the past two years. Tourism to Africa, led by sub-Saharan Africa, will again lead the rest of the world with a projected growth rate of 9 percent,

Once a feared symbol of the colonial slave system, the Rosehall Great House near Montego Bay, Jamaica, now educates tourists about the hardships faced by African slaves while employing their descendants. Above: Reminders of an age when humans were commodities.

and the WTTC has forecast Africa will continue to outperform other regions, with international arrivals growing by three-fold in the next fifteen to twenty years. Tourism has also been a strong economic engine for development in Central and Eastern Europe since the fall of the Berlin Wall in 1989, and China will be the world's leading tourist destination by 2020.

The United Kingdom's Department of Foreign Investment Development was the first donor agency to recognize the key role tourism can play in poverty reduction and began to introduce poverty reduction initiatives in 2000. The UNDP the World Bank and other donor agencies have followed suit in giving increasing emphasis to tourism development and microfinance programs aimed at tourism.

### Citizen diplomacy

President Dwight D. Eisenhower knew from his experience as a military commander that ordinary citizens of different nations could bridge political and social divides where gov-

ernments could not. "I have long believed, as have many before me," he said, "that peaceful relations between nations requires understanding and mutual respect between individuals."

Eisenhower thought that ordinary citizens, if able to communicate directly, would solve their differences and find a way to live in peace, for while we are all different, our values, goals, and day-to-day issues are very much the same. His belief in the potential of citizen peacemakers led to a meeting in 1956 with entertainer Bob Hope, Olympic champion Jesse Owens, Hallmark Cards founder Joyce Hall, and the legendary Walt Disney. This select group, along with a hundred other leaders from industry, academia, and the arts, launched People to People International as a new tourism paradigm, fostering international understanding and friendship through the direct exchange of ideas and experiences among people of diverse cultures. Nine U.S. presidents have since served as honorary chairmen, and the program continues to flourish through initiatives such as Project Hope and Sister Cities, under the current leadership of Mary Eisenhower, the former president's granddaughter.

"Travel has become one of the great forces for peace and understanding of our time," said Eisenhower's successor in the White House, President John F. Kennedy. "As people move throughout the world and learn to know each other, to understand each other's customs, and to appreciate the qualities of the individuals of each nation, we are building a level of international understanding which can sharply improve the attitude for world peace." Kennedy's recognition of the importance of travel and intercultural exchange led to the for-

mation of the Peace Corps by executive order on March 1, 1961.

Other presidents and world leaders have affirmed the important role of tourism in promoting international understanding and peace. President Ronald Reagan and Soviet President Mikhail Gorbachev both saw the vital role that travel can play in breaking down historical barriers of isolation. Their joint statement following the 1986 Geneva Summit affirmed in part, "There should be greater understanding among our peoples, and to this end we will encourage greater travel."

More recently, a joint communiqué by British Prime Minister Tony Blair and Japanese Prime Minister Shinzo Abe in March 2007 stated, "We further recognize that intellectual, cultural, and people-to-people exchanges including tourism are important in promoting mutual understanding and as the basis for this joint cooperation."

India and China designated 2007 the "India-China Year of Friendship through Tourism" in the belief that friendship and people exchange between the two countries are important to world peace and stability. Similarly, India and Pakistan have agreed to collaborate in facilitating tourism between their countries as a means of promoting mutual understanding, and a trilateral tourism agreement can be anticipated between Russia, China, and India.

### A healing mission

Tragically, travel has not always been conducive to peace. There has been no greater affront to the ideals of tourism for peace than the infamous transatlantic slave trade. Beginning shortly after the colonization of the New World in the early sixteenth century, slave ships relocated by force more than ten million Africans and cost the lives of perhaps ten million more who died during the Middle Passage transit.

Two bold and visionary government initiatives seek to heal the lingering effects of this immeasurable human tragedy while commemorating the two-hundredth anniversary of the abolition of the North Atlantic slave trade by an act of the British Parliament on March 25, 1807.

At the first International Institute for Peace



ERIC OLSEN / WORLD & I

Through Tourism global summit in Amman, then Bermuda Minister of Tourism Hon. David H. Allen was inspired to conceive an Africa Diaspora Heritage Trail to "identify, conserve, and promote historic sites linked with the development and progress of people of African descent. . . . The African Diaspora left an indelible mark behind that links nations together with a common historical and cultural bond," Allen said. "It is time that we explore these bonds and create a trail that examines our shared history." The trail continues to evolve, under the leadership of Bermuda Premier Ewart F. Brown, as a transnational model of international healing and reconciliation.

Largely undamaged by World War II and then closed behind the Iron Curtain for forty years, Prague is bringing east and west together as one of Europe's most popular tourist destinations.

Fort Good Hope in Ghana, West Africa. The misnamed fort held Africans awaiting transport into a life of slavery across the Atlantic. The government of Ghana is now launching the Joseph Project to link members of the African Diaspora with their roots through cultural immersion and visits to historic sites.



OLIVIER ASSELIN / ALAMY



ZZET KERIBARI / ALAMY



KEN OWENS

**The Abraham Path Initiative, to be launched in 2008, will invite travelers to follow in the footsteps of Abraham, the patriarch and spiritual father of Jews, Christians, and Muslims. The trail will pass through desolate desert lands, such as the one near the Dead Sea in Israel (above) as well as bustling urban areas, such as the Hamidiye souk in Damascus (below).**

forts, and trading stations. Along this entire trail, a series of eco-lodges is planned at each major site. Visitors will have the opportunity to stay in local communities; and cultural immersion, with musical performances, lessons, and storytelling, will form an important part of their experience.

Conflict and injustice have lacerated the lives of people of every race, culture, and geographical region, and the potential for tourism to mitigate their lasting effects is increasingly being considered. In 1998, Chung Ju-yung, the founder of Hyundai Business Group, became the first civilian South Korean to enter North Korea without a military escort—leading a cow across the border at Panmunjom. His sons followed with another 500 head of cattle donated to feed the people of Asan, the village where the business magnate was born to impoverished parents. His gesture of caring and friendship led to an innovative proposal to introduce tourism as a means of economic development in the depressed North. Hyundai's program of ferrying South Korean tourists to the scenic Mount Kumgang by cruise ship started in November 1998 and was the first form of inter-Korean travel since the peninsula's division in 1945. Hyundai spent hundreds of millions of dollars to install deepwater docks, pave roads, string electric cables, and build a domed theater, seaside hotel, golf course, ski slope, and spa—all with the approval of North Korea's reclusive communist leaders. Chung's vision and initiative contributed to the first thaw in relationships between North and South Korea.

### The path of Abraham

Another flash point dominating current affairs is the Middle East. Religious rivalries factor prominently in this wearying conflict, yet shared faith traditions provide a unique promise for reconciliation. The Abraham Path Initiative, sponsored by the Global Negotiation Project at Harvard Law school and soon to be

In another initiative, the government of Ghana, commemorating its fiftieth anniversary as a sovereign nation (the first in sub-Saharan Africa to break from colonial control), will launch the Joseph Project in August of this year. This initiative builds upon the Pan-African foundations laid by Ghana's first prime minister and president, Osagyefo Kwame Nkrumah, and his outreach to Africans in the Diaspora.

As part of the project, visitors of African descent are invited to follow a pilgrimage-roots tour through many of the former slave castles,

launched, will invite Jewish, Christian, and Muslim leaders, as well as other world leaders and spiritual pilgrims, to walk in the footsteps of Abraham, the founding patriarch of all three faiths. The route will begin in Harran, Turkey, where Abraham heard the call of God and left his home and livelihood, and will proceed through Syria, Jordan, Israel, and Palestine, passing through Jerusalem and ending at the Tomb of Abraham and Sarah in al-Khalil/Hebron. Other parts of the route will be opened in future from Ur (Abraham's birthplace) in southern Iraq to Harran, from Egypt to al-Khalil, and from al-Khalil to Mecca, Saudi Arabia.

As the father of monotheism and the biological and spiritual father of Jews, Christians, and Muslims, Abraham is the unifying patriarch of some three billion people. The Abraham Path, which has long been a dream of many, including the late Pope John Paul II, will articulate and broadcast Abraham's universal message of peace, oneness, faith, courage, justice, and hospitality toward all. The televised images of rabbis, priests, and imams walking together will introduce billions around the planet to new possibilities for interreligious and intercultural engagement based on mutual respect, common values, and shared faith traditions.

The Abraham Path will also have concrete benefits for the peoples of the region. The project will include the restoration of cultural and religious sites, creation of jobs and tourism infrastructure, confidence building among states, and cultural understanding through sharing of poetry, music, art, theater, and dance. There will also be environmental benefits, such as cleaning up the Euphrates corridor.

In Asia, a Japan-based organization is working to promote peace, human rights, equitable and sustainable development, and respect for the environment. Peace Boat was organized in 1983 by a group of Japanese university students as a creative response to government censorship of information about Japan's past military aggression in the Asia-Pacific region. With a chartered boat they visit neighboring countries to learn firsthand about the war from those who experienced it and to initiate people-to-people contact. The boat creates a neutral, mobile space,

## THE INTERNATIONAL INSTITUTE FOR PEACE THROUGH TOURISM

**T**he International Institute for Peace Through Tourism (IIPT) was founded in 1986, the UN-designated International Year of Peace, with a vision of travel and tourism becoming the world's first "global peace industry," an industry that promotes and supports the belief that every traveler is potentially an "ambassador for peace."

The institute was conceived at a time of growing tensions between East and West, when the gap between have and have-not regions of the world was growing, when awareness of threats to the environment and international terrorism was peaking. Recognizing that travel and tourism would soon become the world's largest industry, the IIPT set out to define the critical role that tourism could play in ameliorating these problems. Indeed, as an industry with a global infrastructure and unique collaborative capabilities, travel and tourism had a responsibility to act in these areas, if only from enlightened self-interest.

IIPT has promoted this higher purpose of tourism through conferences, summits, and symposia in regions throughout the world. Its first global conference, *Tourism: A Vital Force for Peace*, which convened in Vancouver in 1988, introduced the concept of sustainable tourism development, four years prior to the 1992 UN Rio Summit on Environment and Development. Other conferences and summits introduced the key role of tourism in reconciliation and in healing wounds of conflict (Jordan, 2000); poverty reduction (South Africa, 2001), and tourism's important role in contributing to the UN Millennium Development Goals (Geneva, 2003).

Each of IIPT's events since 1999 has been in support of the UN Decade of Peace and Non-Violence for the Children of the World. More than eight hundred success stories and models of best practice demonstrating this higher purpose of tourism have been presented at IIPT conferences and summits.

Other initiatives have included development of the world's first code of ethics and guidelines for sustainable tourism; the first international study on codes of conduct relating to tourism and the environment; broad promotion and distribution of the IIPT Credo of the Peaceful Traveler; and the dedication of more than 450 IIPT Peace Parks as a result of its Global Peace Parks program.

More than forty prestigious international organizations are now members of IIPT's Coalition of Partners for World Peace Through Tourism, each committed to a millennium project that contributes to the vision of tourism as the world's first global peace industry. The institute is currently launching a travel division—World Peace Travel—to organize tours that are concrete expressions of the ideas and ideals of peace through tourism. ●



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Global Volunteers participant Kenneth Chen of Herndon, Virginia, helps on a clinic construction project in the Lake Volta region of Ghana.

enabling students and other travelers to engage in dialogue at sea and in international ports. Peace Boat offers global educational travel programs, cooperative projects, and advocacy activities on a partnership basis with other civil society organizations and communities in Japan, Northeast Asia, and around the world.

**Volunteer tourism**

The International Volunteer Programs Association has estimated that more than 65,000 U.S. travelers went overseas to take part in volunteer vacations last year. A recent Travelocity survey found that 6 percent of travelers last year served as volunteers for all or part their vacation, and 11 percent of respondents indicated that they would serve as volunteers on at least part of their vacation in 2007. A further 24 percent of respondents expressed interest in taking a volunteer- or service-based vacation.

Volunteer vacations are one of the fastest-growing segments of the travel industry, as Marshall McLuhan’s concept of a “Global Village” is increasingly understood—and experienced—and as more travelers are committed to “giving back” to communities they visit in developing countries. This might be by helping to save leatherback sea turtles in Costa Rica, caring for children in an orphanage in Zambia, helping to build a health clinic in Thailand, repairing schools in Tanzania, or delivering medical supplies to a refugee camp. The range of opportunities for meaningful volunteer vacations is broad and varied, and travelers are discovering that helping others in need can be a life-transforming experience. The Bill and Melinda Gates Foundation, for example, was established following a trip to Africa by Melinda Gates.

In 1984, Global Volunteers laid the foundation for what became known a decade later as volunteer vacations: short-term service opportunities or community development programs in host communities abroad. Today, as a non-governmental organization in special consultative status with the United Nations, Global Volunteers mobilizes some 150 service-learning teams year-round to work in twenty countries on six continents, and is the internationally recognized leader in this field. Volunteers are able to live and work with local people on life-affirming community development projects for one, two, or three weeks or to choose extended stay options for up to forty weeks in “waging peace” to make a lasting difference. Volunteers teach conversational English, provide health care services, care for vulnerable children, and paint, build, and repair community buildings.

Ambassadors for Children (AFC) is another inspired example of volunteer travel, dedicated to serving children around the world through short-term humanitarian service trips and community projects. AFC makes a significant impact on world peace and understanding through face-to-face cultural exchanges and hands-on interaction with children in need, balanced by opportunities for immersion in the native cultures of the communities served. AFC’s initiatives include developing small businesses to aid poor families in Belize and El Salvador; building a school in Uganda;

**Milestones in the Peace through Tourism Movement**

- 1929** With memories of World War I still fresh, the British Travel and Holidays Association establishes “Travel for Peace” as the theme of its inaugural meeting.
- 1945** Aviation industry’s Bermuda Principles call for air transport agreements to be based on the promotion of international travel “as a means of promoting friendly understanding and good will among peoples.”
- 1967** UN’ International Tourism Year promotes international understanding with the slogan “Tourism: Passport to Peace.”
- 1975** Helsinki Accord aiming to reduce Cold War tensions recognizes “the contribution made by international tourism to the development of mutual understanding among peoples, to increased knowledge of other countries’ achievements in various fields, as well as to economic, social, and cultural progress.”
- 1979** Egypt-Israel Peace Treaty calls for an immediate opening of the border for tourists in both directions to increase interaction and knowledge of each other and help cement the peace.
- 1980** Manila Declaration of the World Tourism Organization (WTO) emphasizes the social, cultural, educational, and political values of tourism as potentially the most important vehicle for promoting understanding, trust, and goodwill among peoples of the world.
- 1985** WTO Tourism Bill of Rights states that “tourists should, by their behavior, foster understanding and friendly relations among peoples at both the national and international levels, and this should contribute to lasting peace.”
- 1986** Birth of the International Institute for Peace Through Tourism (IIPT) and UN International Year of Peace.
- 1988** First IIPT Global Conference, *Tourism: a Vital Force for Peace*, held in Vancouver, issues Columbia Charter affirming tourism that “promotes mutual understanding, trust and goodwill, reduces economic inequities, improves the quality of life, [and] protects and preserves the environment.”
- 1993** In the Oslo Peace Accord, Israel and Palestine call for a regional tourism, transportation and telecommunications development plan.
- 1994** Jordan-Israel Peace Treaty affirms mutual desire to promote cooperation through development of Aqaba and Eilat.
- 2000** First IIPT global summit held in Amman, Jordan, issues Amman Declaration, stating that “the global reach of the tourism industry [should] be utilized in promoting dialogues on peace, bridging the have and have-not societies of the world, and healing the wounds of conflict” is officially adopted as a UN document.

supporting orphanages and street kids in Mexico and Kenya; implementing conflict resolution modules in Jamaican and South African schools; building and supporting an orphanage in India; providing books and financial support for children’s libraries in Nepal, Native American reservations, Guatemala, and Jordan; and supplying medical equipment to Serbia, El Salvador, Malawi, and Jordan.

Earthwatch Institute offers yet another model of volunteer travel, in this case bringing science to life for people concerned about the Earth’s future. Founded in 1971, Earth-

watch recruits close to four thousand volunteers every year to collect field data in the areas of rain-forest ecology, wildlife conservation, marine research, archaeology, and other sciences. The institute involves a diversity of people who actively contribute to conserving the planet while being educated and inspired. This unique approach is changing how the public views science and its role in environmental sustainability, while expanding the horizons of volunteers through travel to locations well off the conventional tourism grid.

Travelocity’s Travel for Good program even



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Global Volunteer Sharon Broome of Tampa, Florida, enjoys some leisure time with children in Salvador, Brazil.

provides grants to subsidize volunteer vacations, and an increasing number of travel companies allocate a portion of the cost of their tours for community and environmental projects to areas where they travel.

**Philanthropic tourism**

A desire to “give back” has become a common theme throughout the travel and tourism industry. One noteworthy example is Rural Education and Development (READ), the project of Antonia Neubauer, who believed in giving back to locals and communities where her travel and education adventure company, Myths and Mountains, brought visitors. She established READ in 1991 to improve literacy in Nepal by building a network of self-sustaining community libraries. To date, READ has built thirty-nine rural libraries, trained village librarians, supplied some 100,000 books, and developed sustaining projects to provide continuing support to the libraries in future. Private donations—many from the company’s globe-trotting clients—and local contributions fund the construction of each \$30,000 facility.

Since the construction of the first library, more than half a million Nepalese have benefited. Literacy rates and educational resources have improved. Communities have initiated women’s groups, trade school classes, and health clinics. READ is now poised to replicate its successful model, with India, Vietnam, Cambodia, Bhutan, Nicaragua, and Ecuador among the candidates for the first phase of its global expansion plan.

Peace Trees Vietnam is a grassroots humanitarian project of the Earthstewards Network, a Bainbridge Island, Washington-based international network that sponsors “global citizen journeys” to build cross-cultural understanding. Peace Trees Vietnam seeks to reverse the legacy of war by working alongside Vietnamese people to transform Quang Tri Province, an area heavily impacted by the legacy of war, into a safe and healthy environment for the

province’s children.

The project sponsors unexploded ordnance removal; offers land-mine awareness and accident prevention educational programs; provides tree planting and citizen diplomacy programs for environmental restoration and friendship building; and delivers assistance through medical, housing, economic, educational, and community development projects. So far, the project has cleared more than 375 acres of land, removed 11,000 pieces of ordnance, and planted some 30,000 trees. The Peace Trees Friendship Village was dedicated on the site of the former U.S. Marine base in the town of Dong Ha.

Travel, needless to say, requires transportation, and the transportation industry has also stepped up to the plate to provide humanitarian assistance. Airline Ambassadors International (AAI), to give one example, provides humanitarian aid to children and families in need, as well as relief and development to underprivileged communities worldwide. It escorts children in transit, involves youth in relief efforts around the world, and hand-delivers humanitarian aid to orphanages, clinics,

and remote communities. AAI’s 6,000 members include airline personnel, health professionals, business executives, housewives, teachers, and students. In sharing their unique skills and talents to care for others, they bring compassion into action through their fundamental selflessness, generosity, and compassion.

**Conclusion**

Shortly after the September 11 attacks, in an address at Georgetown University, former U.S. President Bill Clinton said: “Don’t you think it’s interesting that in this, the most modern of ages, the biggest problem is the oldest problem of human society—fear of the other. And how quickly fear leads to distrust—to hatred, to dehumanization, and to death.” It is only by coming to *know* the other that we can overcome the *fear* of the other—and it is preeminently through travel that such face-to-face encounters are possible.

Travel is the truest form of one-to-one, peo-

ple-to-people diplomacy. It has the potential to shatter the isolation and fear of the other to which President Clinton refers. In its most authentic form, travel serves as a means of dialogue at a personal level, providing us with the opportunity to experience the welcome and hospitality of other peoples and cultures, their human values and qualities, their kind deeds, their interesting and distinctive lives, and, more important, those things we share in common.

Tourism “helps people to discover themselves and others,” said the late Pope John Paul II, “both as individuals and as communities, immersed in the vast history of humanity, heirs to and responsible for a world that is both familiar and strange.” Through the dialogue made possible by travel, we have the opportunity to experience and see the humanity in the other, to make of the enemy a friend, and to build a bridge from a world of conflict to a world of peace. ●

Louis D’Amore is founder and president of the International Institute for Peace through Tourism.

**IIPT Credo of the Peaceful 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

**One earth One family**