

Are you in the PEACE TOURISM BUSINESS?

A call for PEACE ADVOCATES in Southern Africa to join the newly established IIPT Southern African Chapter.

What is IIPT Southern Africa

The International Institute for Peace through Tourism Southern Africa (IIPTSA) is a Chapter of the International Institute for Peace through Tourism (IIPT).

This is a non-profit organization dedicated to fostering travel and tourism initiatives that contribute to the international understanding, cooperation among nations, an improved quality of environment, cultural enhancement and the preservation of heritage, poverty reduction, reconciliation and healing wounds of conflicts; and through these initiatives, helping to bring about a peaceful and sustainable world.

The aim is to use the knowledge, network and experiences of the IIPT to pursue similar objectives in Southern Africa. For more information about the IIPT and its network of Chapters internationally is available on www.peacetourism.org.

Without wanting to sound exclusive, the IIPT Southern Africa Chapter covers the countries falling under the Southern African Development Community (SADC) and those falling under the Southern Africa geographical description

The Vision

A commitment of making travel and tourism the largest industry in Southern Africa; to use the industry to promote peaceful co-existence amongst the people of the region in the belief that every traveller is a potential "Ambassador for Peace".

The Mission

The IIPTSA strives to collaborate with travel and tourism role players within Southern Africa and internationally to grow the sector through various means with the ultimate objective of promoting peace and co-existence.

We will do this by sharing intelligence and knowledge; fostering understanding and cooperation among nations, advocating for an improved environmental quality, cultural enhancement and the preservation of heritage, poverty reduction, reconciliation and healing wounds of conflicts to bring about a peaceful and sustainable region.

Together we shall WIN and divided we shall FALL. And so, ours as a chapter is to support IIPT's mission and initiatives that contribute to the realisation of the objectives of the international understanding and cooperation amongst nations. Additional information about the IIPT Southern Africa and how to become a member or to support its various programmes is available on www.peacetourismsa.org

Who is behind IPT Southern Africa

Founding Directors of the International Institute of Peace through Tourism Southern Africa Chapter (IPTSA) include some well-known industry role players within the South African travel and tourism sector.

Ms Mmatšatši Ramawela



South African born and raised, Mmatšatši, spent 23 years in the travel and tourism industry. Although not her first choice, Mmatšatši was instantly hooked. Mmatšatši joyfully succumbed to the charming fascination, invigorating challenges, global treasures, cultures, heritage that have been the cornerstones of her never ending journey of discovery. Her journey within the sector has seen her occupy various positions in marketing and product development from 1995 when she joined the South African National Parks; onto KwaZulu-Natal Tourism Authority and Limpopo Tourism and Parks between the years of 2000 and 2005.

- Moved into the private sector in 2006: Joined Tourism Business Council of South Africa (TBCSA) until her departure in 2018.
- Holds a Master's degree in Management Leadership in Emerging Countries from the University of Johannesburg.
- Member of the Tourism Transformation Council of South Africa where she is chairing the funding committee;
- Member of the National Tourism Minister's Advisory Panel reviewing the national tourism policy.
- Member of the Gauteng Tourism Authority's Board of Directors
- Active member of the Black Management Forum (BMF) and the institute of Directors (IoDSA).
- Building a business providing advisory/facilitation services on strategy development, events organising, travel and tours, coaching and mentorship services; and corporate governance.

Ms Bunny Bhoola



A global citizen with a passion for Tourism. Her business- African Link Tourism, focusses on the area of creating products and networks for business growth. These include talent acquisition, development, stake holder linkages, mentorship programmes, performance management, transformation and organizational development.

In recent years much of her involvement has been in applying her expertise in promoting and developing local, sustainable tourism with the emphasis on Youth.

- Served on many boards including SATSA (Southern Africa Tourism Services Association), Gandhi Foundation, SKAL International South Africa, Tourism Kwa-Zulu Natal, KZN Sharks Board, Pietermaritzburg Tourism, Pietermaritzburg Chamber of Business and SITE
- Member of the National Tourism Minister's Tourism BEE Council.
- Recipient of IPT Travel Peace Award and several accolades for her role as an entrepreneur and social entrepreneur.
- Holds a B. Tech in Tourism Management
- Founding member of KZN Freedom Route
- Founder of African Link Tourism Training Academy

Who is behind IIP Southern Africa

Ms. Linda Ngcipe



Linda's vast experience in Tourism and Business Events industries makes her a valuable addition to the IIP Southern Africa Chapter, includes leading various business units within provincial tourism departments and major convention bureaus in the three major provinces of KwaZulu-Natal, Western Cape and Gauteng. Some of Linda's major career achievements

- Served as General Manager of Johannesburg Convention & Events Bureau at the Johannesburg Tourism Company (JTC)
- Executive Director of Tshwane Convention and Visitors Services Bureau, International Leisure Marketing, Visitors Services and Small Business Support.
- Established the first business tourism unit at Tourism KwaZulu-Natal and the Tshwane Convention Bureau.

A seasoned project manager with proven experience in destination marketing, and business events, Linda has represented organisations at International Conferences and Congresses Association (ICCA), Southern African Association for the Conference Industry (SAACI), Society for Incentive Travel Executives (SITE), National Convention Bureau Coordinating Forum and the Medical Tourism Working Group.

Notable skills include: Destination Marketing; Marketing Strategies; Project Management; Conference Organising; Sales and Contract Negotiation.

Mr. Septi Bukula



Specialist in SME development policy and regulation with close to three decades of experience, and founder of Osiba Holdings. Through his firm's Lilizela Tourism Award and Forever Resorts Eagle Award winning division, Osiba Management PCO, has been active in researching, designing, bidding for, and organising international business events since 2012.

- In 2014 Bukula was appointed by South African National Convention Bureau (SANCB) as a South Africa Business Events Ambassador, "proudly representing South Africa as world-class business events destination to the world."
- In 2017 Bukula established Seeza Network NPC, an entity dedicated to unlocking business opportunities for tourism SMEs both domestically and internationally by harnessing the power of inter-firm collaboration . Within 1,5 years, between February 2018 and July 2019, the Network channelled direct business worth around R5 million to tourism SMEs by linking them as suppliers to inbound business events.
- In 2020 Seeza Network collaborated with like-minded tourism entities internationally to co-found the World Travel Tech Forum, currently with 8 hubs in Barcelona, Cumbuco (Brazil), Edinburgh, Jerusalem, Johannesburg, Lisbon, London, and Paris.
- In 2021 Seeza Network created its flagship Tourism SME Digital Transformation Programme and recently launched its #Mathub'Olusha initiative to drive youth participation in travel, tourism, hospitality, and heritage.

The IIP TSA Backroom

Mr Nqobile
Mike Sibanda



Mike is a community and program management practitioner with experience working with NGOs, government parastatals and start-ups in Africa.

Passionate about accelerating human growth, Mike has five years' experience working in the Africa innovation, Development, Humanitarian and Entrepreneurial Ecosystems and proven ability working with cooperates and international organizations exploring the role of Youth development, entrepreneurship, tourism, technology, innovation and local knowledge in creating paths to sustainable development.

- Master of Science in International Affairs Degree
- BSc Peace Studies Degree
- The International Institute for Peace through Tourism (Office Administration)
- Youth UP Global and Affirmative Action Group.
- Gandhi Mandela Youth Symposium 2021 – Guest Speaker

He has worked with several local and international organizations in the business and community development space as a management and field coordinator, development consultant and mobilization strategist.

Structure of the IIP TSA

The IIP TSA consists of the following structure, with the central goal been to ensure representation of all the countries in Southern Africa and its role players. We believe that better representation promotes inclusivity and cooperation.

- IIP international Office
- The Executive Committee (founding directors of IIP TSA)
- The Secretariat (provide administration support to the Chapter)
- Branches driven by Country Tourism Champions
- The General Council which consists of representatives from the Branches

About the Membership and Affiliation

IIP Southern Africa welcomes members from within and outside the travel and tourism industry to help drive its mission and objectives as aligned to IIP international. Membership is open to organizations, companies, businesses that have been active in the travel and tourism sector and peace promoting initiatives. Membership is also open to individuals who support the IIP's mission and objectives and practice the IIP's Credo of the Peaceful Traveller. There are three (3) membership categories, each with two divisions – you are free to select whichever category best suit your purpose. The membership fees are in South African Rand and can be converted into US dollar rates as well.

Category A: Student and Individual Member

Category B: Companies/Organisations which include Travel and Tourism businesses, Corporate businesses in other sectors and Government Institutions, etc.

Category C: Membership organisations and Associations, NGOs and CBOs, etc.

Category D: Honorary Members/ Peace Champions, Academics, etc.

In the BEGINNING... 35 years ago...



Louis D'Amore, founder and president of the International Institute for Peace through Tourism (IIPT), has been instrumental in promoting the travel and tourism sector as the world's first "Global Peace Industry".

Since the founding of IIPT in 1986, the UN International Year of Peace, with a view towards a travel and tourism industry response to the peaking of terrorism in 1985/6, much of it aimed at the travel industry; the growing tensions of East and West (in the early '80's); a deteriorating environment; and the growing gap of the have and have not regions of the world.

Summit Outcomes included the Amman Declaration ratified by participants from some 60 countries including 23 CEO's of major travel companies (members of the World Travel and Tourism Council), 16 Ministers of Tourism, and Heads of major international travel and tourism associations. The Amman Declaration has since been incorporated as an official U.N. document.

Other outcomes included the formation of a Coalition of Partners for World Peace through Tourism with more than 20 founding partners – each committed to a Millennium Project that contributes to the vision of "Tourism as a Global Peace Industry"; three international networks (Educators, Rural and Community-Based Tourism, Spirituality,); and the launch of a Global Peace Parks Project from Bethany Beyond the Jordan, site of Christ's baptism, on the 11th hour, of the 11th day, of the 11th month, of the first year of the new Millennium.

IIPT's early achievements also included drafting of the world's first Codes of Ethics and Guidelines for Sustainable Tourism (1992); conducted the world's first international study on Codes of Conduct and best practices in Sustainable Tourism for the United Nations Environment Program (UNEP), 1993; drafting sustainable tourism guidelines for some 20 industry sectors for the Pacific Asia Travel Association (PATA) "Green Leaf Program" (1993) and a "Peace Parks Across Canada" project commemorating Canada's 125th anniversary as a nation. 350 cities and towns across Canada dedicated a park to peace – each with a bosco sacro, a peace grove, of 12 trees as a symbolic link with one another and a symbol of hope for the future (1992).

With the events of 11 September 2001, there was growing recognition of the importance for the ideas and ideals of "Peace through Tourism." Accordingly, World Travel Market, London 2001 revised its theme to "Peace through Tourism" honouring IIPT during the Opening Ceremonies.