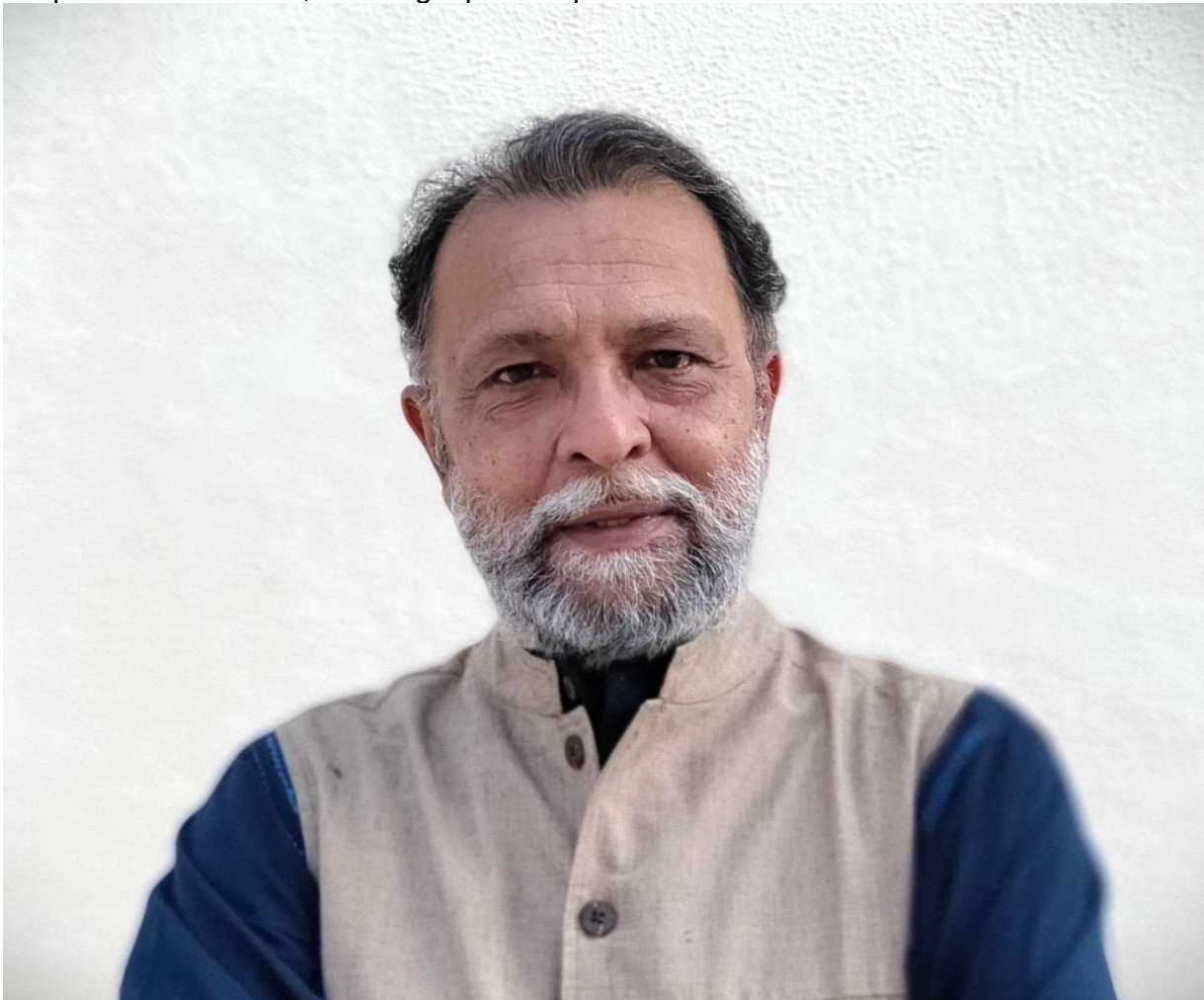


IIPT NEWSLETTER JULY/AUGUST, 2024

Greetings, purveyors of peace. As all of us in the world of Peace through Tourism seek to be inspired and informed by the work of our colleagues, let's take a look at some of the issues driving our thinking and actions in these times. With this newsletter, we strive to include details of various chapter activities and achievements, while also celebrating and commemorating events that have been tucked into our archives, but whose significance lingers and grows. We can share in the joy of the achievements of all of our chapters and affiliates, knowing it pushes peace forward.



LETTER FROM PRESIDENT AJAY PRAKASH

One of the most significant symbols of Peace, the Olympic Games, have begun in Paris. Athletes from over 200 nations have come together to compete in the spirit of harmony and strive for excellence in their chosen sports.

This celebration of peaceful competition, characterized by mutual respect and graceful acceptance of both victory and defeat, has the potential to inspire and uplift us all. However, current global conflicts, such as those in Ukraine, Gaza, Sudan, and numerous other regions, cast a shadow over this spirit. These wars have tragically claimed countless innocent lives, highlighting the urgent need for peace. As Gandhi wisely said, "An eye for an eye makes the whole world blind."

Imagine if we could revive the ancient concept of the "Olympic Truce," a tradition dating back to the first Olympic Games in the 8th century BC when three warring kings agreed to suspend hostilities and engage in non-violent competition instead.

Without casting blame or pointing fingers, it is crucial to advocate for an immediate end to indiscriminate bombings and brutal ground assaults. If governments are unwilling to act, we, the people, must step up. Remember, the power of the people is greater than the people in power. Let us unite our voices and unequivocally declare, "No More War!"

Against the brutality of war, here is a beautiful bright beacon of hope to rekindle our faith in the innate good that sustains humanity. Overwhelmed with grief, an Israeli and Palestinian choose empathy and hope over revenge. Both of them eminently qualify as IIPT Ambassadors of Peace

See it on CNN:

<https://edition.cnn.com/2024/07/24/tv/video/amanpour-inon-sarah>

John Lennon's timeless words continue to resonate:

*"Imagine there's no countries
It isn't hard to do
Nothing to kill or die for
And no religion, too
Imagine all the people
Livin' life in peace..."*

Amen!

BRIEFLY

IIPT SERBIA CHAPTER

Jovan Popesku is happy to announce that applications for six Peace Parks are in the works in Serbia.

FUTURE IIPT MEXICO CHAPTER

Bea Broda reports that we can expect to hear something very soon about this newest chapter.

IN MEMORIAM, BY LOUIS D'AMORE

IIPT Mourns the Loss of Board Member John Graff

John Graff passed away December 28, 2023 at the age of 87. John served loyally as a member of the IIPT Board of Directors from 2001 to 2014. Prior to that, he was President of The International Association of Amusement Parks and Attractions (IAPPA) from 1980 to 2001 where under his leadership and vision, IAPPA grew from 637 members to 5,000 members in 100 countries.

John's strategic planning as President of IAPPA focused on expanding its membership globally, ensuring representation from international attractions in the organization's leadership positions and the development of an educational program dedicated to safety. "His leadership was strength was based on great vision coupled with humility and grace" said one on his colleagues at IAPPA.

I first spoke with John Graff on a cold phone call when I was soliciting organizations to be founding members of the "Coalition of Partners for World Peace through Tourism" prior to the Amman Summit, November 2000. IAPPA became our first partner.

Shortly after the Geneva Summit in 2003, I met with John at Grand Central Station in New York, and following that discussion, John became a Board Member. As a Board member, he participated in All Board Meetings, was responsible for the design and production of the IIPT plaque with the iconic portrait of the Global Family by Padre Johnson, and IIPT Credo of the Peaceful Traveler, which has been given as an award to notable personalities such as former Secretary General of UNWO, Taleb Rifai, and for IIPT greeting cards with the same iconic photo and Credo,

John faithfully came out to each of our Global Summits and Conferences beginning with the Amman Summit - 2000, the Geneva Summit 2003, the Pattaya Thailand Summit – 2005; the IIPT African Conferences: South Africa – 2002; Tanzania - 2003; Zambia – 2005; Uganda – 2007; Zambia – 2011; and the IIPT European Conference -2008.

John also had a soft heart for youth and the disadvantaged. In 2014, when a young person from Sierra Leone – working with children who had been scarred by war, called me and asked for financial assistance to emigrate to the United States – I called John and he came through for me.

Rest in Peace John Graff – we will miss you.

NEWS FROM GAIL PARSONAGE OF IIPT AUSTRALIAN CHAPTER

GLOBAL SUSTAINABLE TOURISM SUMMIT

This summit held by Ecotourism Australia recently in June, 2024. It featured a wide range of topics across the four pillars of sustainability - "People, Planet, Place, Purpose."

The Keynote speakers included:-

Michelle Degenhardt from Flight Centre Travel Group and an IIPT Coalition Partner

Rog Taylor - CEO WAITOC (Western Australia Indigenous Tourism Operators Council), Board Member Eco Tourism Aust. and Joint partner with IIPT in the Rainforestation Peace Park, Cairns Australia

Chief Frank Antoine - Chair WINTA (World Indigenous Tourism Alliance)

Also in attendance and representing IIPT Australia, was Executive Committee Member, Sandra Vardanega.

IIPT Australia is also proud of their Peace Park dedication in Cairns, and here is a link to view highlights -

<https://www.youtube.com/watch?v=I-T1UJBHxpc&t=213s>



Furthermore . . .

The IIPT/Skal International Travel for Peace Campaign will invite all Travel Agents, Tour Operators, Hotel Companies, Airlines, Cruise Lines and Travel Publications to become members of the campaign and join in the movement to encourage travelers around the world to be Ambassadors for Peace by practicing the IIPT Credo of the Peaceful Traveler and the travel ethic inherent in the iconic Portrait of the Global Family by renowned artist Padre Johnson - that we are "One Earth One Family."



Members will be encouraged to distribute the copyrighted IIPT Credo of the Peaceful Traveler along with the iconic "Portrait of the Global Family" by renowned artist Padre Johnson.

The program aim is to create awareness among all travelers that the privilege of traveling provides them with a unique opportunity to learn more about our common home – planet Earth, the wonder of its natural beauty, its many diverse peoples, cultures and heritage – and in the process to foster mutual respect, understanding and appreciation with each person they encounter.

Collaborating with IIPT and Skål International in designing an interactive website will be Mr. Prakash Sikchi, Co-founder of Inspirock and Jeff Crist, Managing Partner, Crist Consulting Group. The website will be a place where Travelers for Peace can share their stories and interact with one another.

FROM THE ARCHIVES

Long-standing member of the IIPT board, Timothy Marshall, would like to remind us that IIPT has been at the forefront of important global issues; and given the burning issue of Climate Change this world is facing, it's timely to remind ourselves of an important declaration adopted at Lusaka, Zambia, 20 May 2011:

THE LUSAKA DECLARATION ON CLIMATE CHANGE

Participants in the 5th IIPT African Conference conclude:

The global challenges facing humanity call for global solutions and cooperation at all levels – and by all sectors, public and private, and civil society as a whole – on an unprecedented scale.

Peace will be an essential prerequisite to achieve this level of cooperation, and peace will also generate the additional economic wealth to fund these solutions.

That travel and tourism – the world's largest industry, affecting every sector of society, in virtually every nation – an industry that is founded on peace, and that contributes to

peace and understanding – has a key leadership role to play in achieving these solutions.

That travel and tourism has a central role to play in creating jobs with dignity, foreign exchange earnings, the development of disadvantaged areas, poverty reduction, and the promotion of understanding peace, love, unity and progress among all peoples, communities and nations on the African continent, and throughout the world.

And therefore call on all sectors of the travel and tourism industry to:

1. Support the leadership role of UNWTO, UNEP and WMO in the specific actions called for in the Davos Declaration: Climate Change and Tourism – Responding to Global Challenges.
2. Give emphasis to energy conservation and aggressively make the transition to renewable and clean energy sources as a foundation for carbon/GHG neutral development strategies and a 'Green Growth' transformation.
3. Continue to implement socially and environmentally responsible tourism practices that benefit local destinations and enhances both cultural and natural heritage, giving particular emphasis to fair trade in tourism practices, tourism that contributes to poverty reduction, and tourism that contributes to the restoration of ecological systems.
4. Provide for quality tourism experiences that include meaningful interactions between visitors (guests) and the host community, and a greater understanding and appreciation of local cultures, customs, and traditions.
5. Implement environmentally responsible development and operational practices, particularly in vulnerable areas including coastlines, low lying areas, and mountain regions.
6. Develop and implement waste management plans that give emphasis to reducing, recycling, and re-use.
7. Incorporate quadruple bottom line reporting with climate change alongside environmental stewardship, social responsibility, and economic value.
8. Actively engage local communities in planning and decision-making, empower women and youth, and embrace the wisdom, knowledge, and values of indigenous peoples.
9. For the transport sector, and particularly the airline industry, continue efforts in improving engine efficiencies and ultimately develop engines that operate with clean and renewable energy sources.
10. Recognize the important role of media, educational, and religious institutions as agents of change.

Governments and International Development Agencies:

1. Provide incentives to tourism projects that utilize green designs/technologies, contribute to creating sustainable livelihoods, poverty reduction, and the U.N. Millennium Development Goals.
2. Only approve projects that adhere to globally recognized sustainable tourism certification standards, and that incorporate construction designed to withstand severe storms and other effects of climate change.
3. Not allow heavy water consuming projects where water is in limited supply.
4. Develop Disaster Management Plans that include phases for Risk Reduction, Readiness, Response, and Recovery.
5. Recognize that certain forms of tourism ARE an adaptation strategy.
6. Encourage more research and monitoring of emerging trends related to the inter-connectedness of tourism – environment – and climate change, and provide web-based tools for the sharing and integration of research findings such as has been done in Botswana: www.Botswanaturismresearch.org.
7. Design and implement broad public awareness campaigns focusing on the linkages of tourism – environment – climate change – sustainable development – and broader society. Provide corresponding educational programs beginning at the primary level – through high school – and into universities.

Travelers:

1. Appreciate that we are all custodians of our one common home – planet earth, and we all share a common responsibility in preserving its abundant beauty and resources for future generations.
2. Be selective in modes of travel and minimize – and offset – the carbon footprint of their entire trip.
3. Select accommodations, transport, tour operators, activities with eco-labels or that have been recognized for their green practices and strive to contribute to the social, cultural, economic, or environmental enhancement of their destination.
4. Recognize that every traveler is potentially an 'Ambassador for Peace' – and a messenger of transformative change towards a "Green Growth" global village.
5. With Gandhi and Tolstoy, come to discover that 'life finds meaning in service to others' – and

"By my spirit, words, and actions, encourage others to travel the world in peace."
from IIP Credo of the Peaceful Traveler

We support the UNWTO, UNEP and WMO Davos Declaration in calling for UN, international, financial and bilateral agencies to support the governments of developing, and in particular least developed countries, for which tourism represents a key economic sector, in their efforts to address and to adapt to the adverse effects of climate change and to formulate appropriate action plans;

Commend the International Institute for Peace through Tourism (IIPT) for its organization of this conference and for giving scope to the vision of peace through tourism;

And express appreciation to our host – the Government of the Republic of Zambia, Ministry of Tourism, Environment and Natural Resources; Conference Patron, His Excellency Rupiah B. Banda, President, Republic of Zambia; Conference Partners and Sponsors including the UN World Tourism Organization (UNWTO), United Nations Development Program (UNDP), Pacific Asia Travel Association (PATA); Regional Tourism Organization of Southern Africa (RETOSA), World Travel Market; Livingstone University of Tourism Excellence and Business Management (LIUTEBM), Zambia Ethno Tourism and Cultural Tourism Alliance (ZECUTA), Children and Youth Welfare Foundation, Sustainable Travel International (STI), Blue Yonder and others; Media Partners including eTurbo News, World Tourism Directory, India Tourism Catalog, Travel Video TV, and others; the many Conference Supporters; and the people of Zambia for their welcoming spirit and hospitality.

Adopted at Lusaka, Zambia, 20 May 2011

By the more than 440 participants to the 5th IIPT African Conference on Peace through Tourism from 36 countries of Africa, Asia, Europe, North America and the Caribbean including Ministers of Tourism, senior representatives of UN agencies, senior government officials, senior representatives from diverse sectors of the industry and NGO's, educators, students, and leading experts in tourism and climate change.

**REMEMBERING THE IMPORTANCE OF
THE IIPT CREDO OF THE PEACEFUL TRAVELLER**



By Gail Parsonage

The Credo of the Peaceful Traveller is the cornerstone of the IIPT Mission.

The mission of IIPT is the concept that the Travel Industry, the five pillars which makes up the Industry, which includes all travelers, host destinations, suppliers, media and academic institutions can be Ambassadors of Peace.

The potential power of the Tourism Industry is the actual building blocks which

- **breakdown prejudices of “others”**
- **gives incentives to protect and rehabilitate environmental and heritage sites**
- **encourages, enhances and showcases** local and indigenous cultures
- is a **powerful economic tool, especially for poverty reduction** in developing countries.

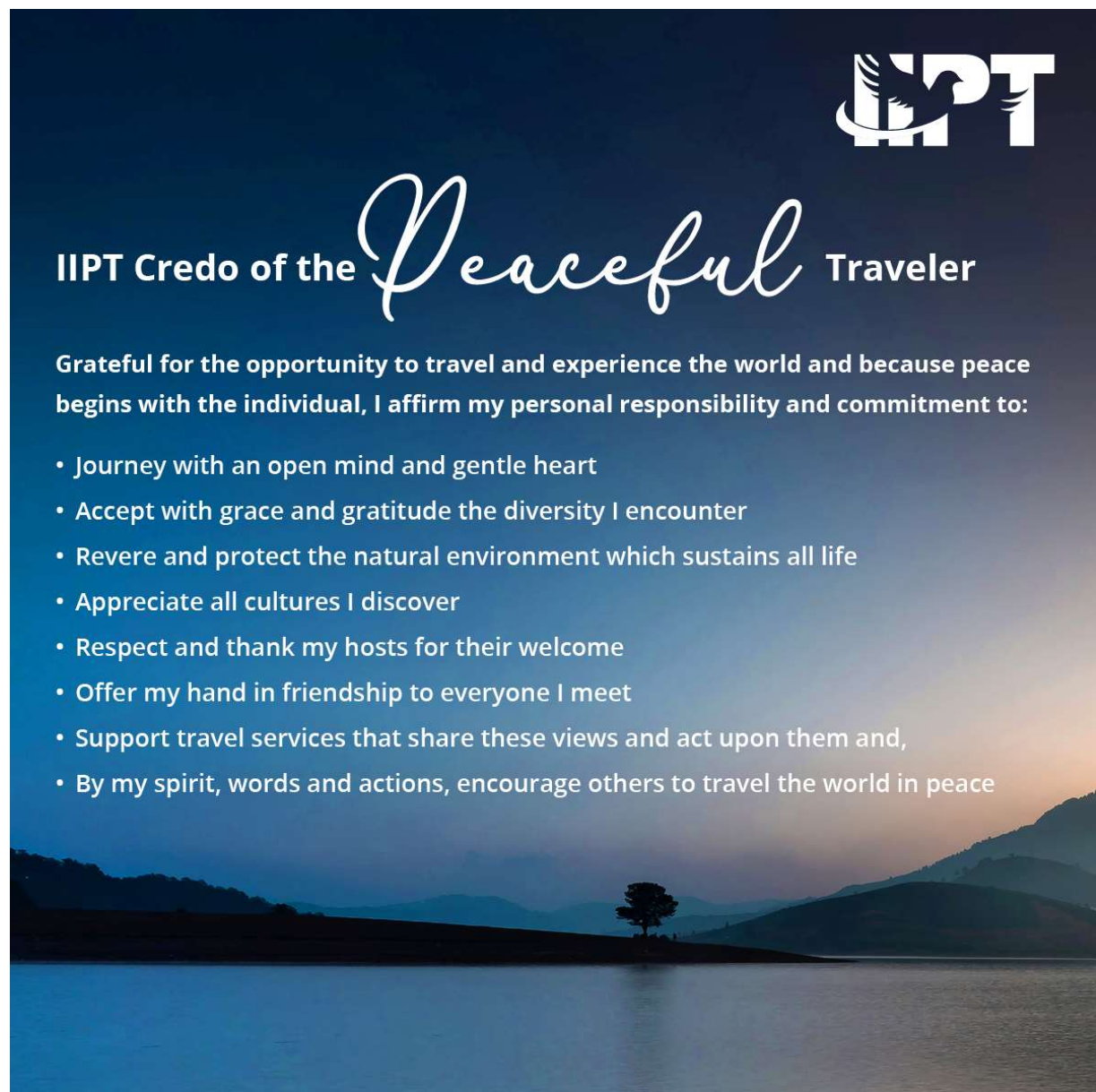
All of these blocks make for a more sustainable and peaceful world.

So while the **concept is noble**, how does it **manifest itself into practical implementation?**

Our answer is to harness the potential power by all stakeholders, which make up the Tourism Industry, to adopt the IIPT Credo of the Peaceful Traveller.

The commitment to display in all forms of communications and adopt by word, thought and action the message in the Credo is a tangible commitment to being an Ambassador for Peace.

(Please contact Editor@iipt.org) for more information as to receiving permission to use the IIPT Credo.)

The graphic features a dark blue background with a white IIPT logo in the top right corner. The logo consists of the letters 'IIPT' with a stylized bird silhouette integrated into the 'I' and 'P'. Below the logo, the title 'IIPT Credo of the Peaceful Traveler' is written in a mix of white sans-serif and elegant cursive fonts. The main text of the credo is in a white sans-serif font, followed by a bulleted list of eight points. The background of the graphic is a scenic landscape with a lake, mountains, and a single tree under a sunset sky.

IIPT

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

IN CONCLUSION

We are fortunate in IIPT to be affiliated with organizations such as SKAL and many others. Let's share them, so that we can learn about activities underway all over the world, and see how we can work together promoting positive efforts.

This newsletter is a perfect forum to share information and contact details about some of these people and organizations. I am going to start with a few in this issue, and would love to hear some input about ones you are aware of. We can share our newsletter with them, and start a communication that builds strength upon strength. Feel free to click on the links for more information:

THE JOAN B. KROC SCHOOL OF PEACE STUDIES

At the Kroc School we're ending cycles of violence and shaping more peaceful and just societies through innovative teaching, ideas and research.

<https://www.sandiego.edu/peace/>

TRANSFORMATIONAL TRAVEL COUNCIL

Human-Centered Innovation for tourism

<https://www.transformational.travel>

THE CENTER FOR RESPONSIBLE TRAVEL (CREST)

Vision: A world where travel benefits communities and the environment.

<https://www.responsibletravel.org>

THE INTERNATIONAL DELPHIC COUNCIL

Start-up for Peace – The European Delphic Games

<https://delphic.org>

AND FINALLY

Please send any updates and articles to me at

Bea Broda: Editor

editor@iipt.org

