

As we step into the vibrant season of Summer 2025, I'm honored to introduce the latest edition of the IIPT Newsletter. In these turbulent times, marked by discord, uncertainty, and environmental crises, the mission of our organization resonates more profoundly than ever. Louis D'Amore's visionary concept for IIPT was born out of a deep understanding of the intricate relationships between global peace, tourism, and sustainable development. Today, as we navigate the complexities of our world, his legacy continues to inspire our collective pursuit of peace and understanding.

I invite our global community of peace advocates to immerse themselves in the stories and initiatives featured in this newsletter. May these narratives not only instill hope and resilience but also ignite a renewed sense of purpose and collaboration. Together, let's harness the transformative power of tourism to foster international understanding, environmental stewardship, and socioeconomic development. As we embark on new projects and initiatives, I'm confident that our shared dedication to peace will yield a brighter future for all.

Bea Broda: Editor

## MESSAGE FROM THE PRESIDENT



Dear IIPT Family and Friends,

As we reach the halfway point of the year, we find ourselves in a world shadowed by conflict; wars, terror attacks, and a resurgence of nationalism have strained the global peace index and restricted the free movement of people. Violence is rising.

And yet, paradoxically, tourism is thriving. Flights are full. Hotels are booming. Cities are pushing back against over-tourism.

In this contradictory landscape, some have questioned the relevance of IIPT's founding belief: *Can tourism still be a tool for peace?* Is it idealistic, even naïve, to think so?

We say, **absolutely not**. The mission of the International Institute for Peace through Tourism is more relevant, and more urgent today than ever.

Tourism is unlike any other industry. It is, at its core, about people. It has the unique power to connect individuals across boundaries of race, religion, and nationality. But this power is not automatic.

Every tourist is a potential Ambassador of Peace - but becoming one requires intention. It is up to each of us to travel, speak, and act with purpose and empathy. This is the essence of the *Credo of the Peaceful Traveller*© that our founder Louis D'Amore articulated four decades ago.

At IIPT, our mission remains clear: **to spread awareness of tourism as a force for good and a tool**

**for peace**. Through our words and actions, we seek to reach the innate goodness in the human spirit and inspire behaviour that reduces conflict, fosters understanding, and builds bridges.

As Nelson Mandela reminded us, "No one is born hating another person... People must learn to hate, and if they can learn to hate, they can be taught to love."

**This is our mission. This is our moment. And we cannot do it alone.**

I call on each of you, our global family, to **rededicate yourselves** to this cause. Let us raise our voices, share our stories, and live the values we champion. Speak up for responsible, respectful travel. Challenge prejudice when you see it. Promote the principles of the Credo in your communities and professional spaces.

Together, let's renew our commitment to making tourism a true force for peace. Together, let's make peace through tourism not just a vision, but a global reality.

The two new IIPT Peace Parks in Turkey and Switzerland stand as symbols of this vision. We thank our Executive Director Andreas and our Australian Chapter

President Gail for bringing these initiatives to life — and for showing us that one person can make a global impact.

With hope and resolve,

Ajay Prakash: Global President

## **NEWS FROM DONALD KING**

“Greetings from Charleston. My wife and I have just returned from Jordan where our IIPT tour group was able to spend a few days at the Al-Awn Community Center in Azraq, Jordan, which provides services to nearly 150 Syrian refugee children.”

The following are images and a video link from Donald’s positive and heart-warming peace initiative:



Donald King, Ambassador at Large for IIP'T, led a team to Jordan where they visited Azraq Wetlands, site of an International Institute for Peace through Tourism Peace Park. The group also visited Al-Awn ("One who helps") community center, which has been designated as an official partner with IIP'T and where an enthusiastic welcome was received.



**It's so important to involve the young people with these important messages, and, as always, they turned it into a joyful event!**

**TO VIEW THE DANCE VIDEO**

[2025\\_welcome\\_dance \(1080p\).mp4](#)



The six teachers and the director were presented with IIPT plaques acknowledging their effort in "helping heal the wounds of conflict."

**IIPT dedicates another Peace Park at Caux in Switzerland on July 8<sup>th</sup>, 2025**



The IIPT Caux Peace Park was inaugurated at the [Caux Democracy Forum Opening Ceremony on 8 July 2025](#) in the presence of **Olivier Gfeller**, mayor of Montreux, **Andreas Larentzakis**, executive director of the International Institute for Peace through Tourism, and **Jacqueline Coté**, president of the Caux Initiatives of Change Foundation.

As a recognized IIPT Peace Park, the [Caux Palace](#) becomes part of a network that includes over 450 locations worldwide, such as Bethany Beyond the Jordan, Victoria Falls, and Pietermaritzburg. These spaces serve as symbolic and practical sites for cultivating peace, celebrating cultural and historical heritage, and encouraging responsible tourism and sustainability.

By joining the Peace Parks network, the Caux Initiatives of Change Foundation affirms its long-standing commitment to:

- Promoting peace and global understanding
- Encouraging environmental awareness and sustainable development
- Creating space for inclusive dialogue and trust-building across communities and cultures

The [Peace Parks Initiative](#) , is a global network coordinated by the [International Institute for Peace Through Tourism \(IIPT\)](#). This initiative aims to foster peace and environmental stewardship by recognizing meaningful places around the world as spaces for reflection, dialogue, and connection.

### **A partnership for a more inclusive and peaceful world**

IIPT's vision and commitment is to make travel and tourism the world's largest "Global Peace Industry" and invites every traveller to become an Ambassador of Peace which aligns with Caux Initiatives of Change's core mission: to bring people together across cultures and sectors, foster trust, and inspire action for a more inclusive and peaceful world. The two organisations have pledged to further develop their partnership for a more inclusive and peaceful world.



<https://www.iofc.ch/stories/caux-initiatives-change-joins-global-peace-parks-initiative>

by **Andreas Larentzakis**

**INTRODUCING AFFILIATES  
THE JOAN B KROC SCHOOL OF PEACE STUDIES,  
SAN DIEGO, CALIFORNIA**

In peace-building, as in every sector, networking with like-minded people and organizations adds strength and longevity. I had the opportunity to visit the Kroc School of Peace Studies in San Diego recently, and came away with a massive appreciation of the vision of its founder, Joan Kroc.

Let's start with Ms Kroc, the wife of Ray Kroc, who founded McDonald's in 1961. After his death, the billionaire philanthropist allocated massive amounts of her money to the Salvation Army, but as she was a passionate advocate of peace, she contributed 69.1 million to create and support to Kroc Institute for International Peace Studies from 1985 until her death in

2003. I recently got a tour of the impressive facility on the grounds of the University of San Diego by Admissions Officer Hilary Beggs and its Dean, Darren Kew, whose resume resounds with diplomatic successes and grass roots conflict resolution.



I was struck by the school's commitment to innovative and interdisciplinary learning. The curriculum is remarkably diverse, offering master's programs in Peace and Justice, Conflict Management and Resolution, and Humanitarian Action. Students can also explore specialized courses, such as Social Entrepreneurship and Conflict Resolution for Healthcare Workers, as well as thought-provoking discussions on topics like the role of financial institutions in historical injustices and the intersection of environmental degradation and human consciousness.

What resonated with me most was the school's emphasis on experiential learning, debate, and conversation. The intimate classrooms and serene gardens create a unique environment that nurtures both intellectual curiosity and personal growth. With over 500 alumni working in more than 100 countries, the Kroc School is cultivating a global network of peacebuilders who are making a tangible impact in fields like activism, leadership, and international development.

The whole experience made me wish I were in my 20's and could start over again with my education focused in these extraordinary areas. Addressing that, I was happy to hear that they offer certain programs for people like me

who are out there busy in the world in related areas, but want to continue learning along this path.

At this time, they were not fearing government cuts because they felt secure with the private funding that comes their way.

It's certainly never too late to learn, but I would also encourage anyone who knows young people interested in peace studies to take a close look at this school, which both offers degrees as well as useful supplements to demanding roles in the workplace.

### **FOR MORE INFORMATION ABOUT THE KROC SCHOOL OF PEACE STUDIES :**

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

### **OUR IIPT ARCHIVES**

Sometimes, we just need to have a look back at some of IIPT's past achievements to get inspiration for the future. Here is a PLAYLIST link with access to four videos, courtesy of Louis D'Amore:

<https://www.youtube.com/playlist?list=PLTNGkOEfLWqwTvrixGDVQnI3n-X-ivu8c>

IIPT - Road to the Summit Geneva 2002 (4 m 32 s)

IIPT - Voices of the First 20 Years (3 m 56 s)

IIPT - Peace Parks Across Canada (English 10m31s)

IIPT - Parcs Canadien de la Paix (French 10m22s)

We would love to hear news from your chapter of IIPT or corner of the world regarding events and initiatives that further our global peace-building mission, so please send your ideas along to m at [beabroda@gmail.com](mailto:beabroda@gmail.com) or [editor@iipt.org](mailto:editor@iipt.org)

Wishing you peaceful ventures until next time,  
Bea Broda: Editor



