

3rd
Australian
Conference



Tourism – Agent for Peace?

Avillion Hotel Sydney, Australia - Saturday, 15 July 2006



International Institute for Peace through Tourism IIPT (Australia) Inc

IIPT Credo of the Peaceful Traveller



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 host 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.



THE HON FRAN BAILEY MP

MINISTER FOR SMALL BUSINESS AND TOURISM

PO BOX 6022
PARLIAMENT HOUSE
CANBERRA ACT 2600

Ms Daphne Lowe Kelley
President
International Institute for Peace through Tourism (IIPT Australia) Inc
GPO Box 670
SYDNEY NSW 2001

Dear Ms Lowe Kelley

As the Minister for Small Business and Tourism I am delighted to endorse the objectives of this *Tourism – Agent for Peace?* Conference.

The proposal that tourism can be used as an agent for peace is significant and I extend my support to your organisation for the work you are doing.

I believe that the outcomes of this event will assist in fostering the notion that as travel and tourism organisations we can encourage respect and understanding amongst cultures, nations and peoples. As such, we can help bridge divides and promote a more accepting and peaceful world.

I am delighted to welcome the delegates to this conference and I wish you all the best in this worthy endeavour.

Yours sincerely

FRAN BAILEY

Telephone: (02) 6277 7450 Facsimile: (02) 6273 9394

IIPT International Institute for Peace through Tourism Institut international pour la paix par le tourisme

Dear Friends and Colleagues,

It is with great pleasure that I join with the Executive and Members of the IIPT Australia Chapter in extending a warm welcome to each of you to the 3rd IIPT Australia Conference, *Tourism – Agent for Peace?*

This year marks the 20th anniversary of the International Institute for Peace through Tourism. Since its founding in 1986 – the UN International Year of Peace – IIPT has been promoting a “higher purpose” of tourism and the potential of global tourism in contributing to a better world. With this 3rd IIPT Australia Conference we continue this tradition

IIPT has served as a bridge – a bridge connecting individuals and organizations who share a common vision; a bridge to knowledge and models of best practice that contribute to this vision as exemplified by the graduate “Peace through Tourism” course coordinated by Australia Chapter members at the University of Sydney; and a bridge between regions of the world as was achieved at our recent 3rd Global Summit in Pattaya, Thailand with a Memorandum of Understanding between the Pacific Asia Travel Association and Africa Travel Association.

The 3rd IIPT Australia Conference also serves as a “Bridge to the Future” as we deliberate the theme of the Conference: *Tourism – Agent for Peace?* By sharing our views and insights – we will achieve a higher level of understanding and collective wisdom that will illuminate the endless possibilities before us, thereby allowing us to act boldly and courageously as we continue our journey together in “Building a Culture of Peace through Tourism.”

I look forward to meeting and collaborating with each of you towards this end.

May I express my heartfelt congratulations to the IIPT Australia Chapter and members of the Organizing Committee for again organizing an inspiring program.

Louis D’Amore
IIPT Founder and President

IIPT (Australia) Incorporated



Dear Delegates and Friends,

It gives me much pleasure to welcome and thank you for being here today at the Australia Chapter of the International Institute for Peace through Tourism's third conference. A special welcome to Mr Louis D'Amore, IIPT's Founder and President, and also to those of you who have travelled from other states to be present today. It is always reassuring to see familiar faces and encouraging to recognise our first time delegates and students. Welcome to you all.

It is now more than three years since The IIPT Australia Chapter held its inaugural conference, *Tourism-Passport to Peace*, which introduced the concept of peace through tourism. This was followed by our second conference, *Travel Promotes Peace – Meeting the Challenge*, which included industry examples of travel companies that understood and practised responsible and sustainable tourism.

The focus of this third conference, *Tourism - Agent for Peace?*, will examine how far we have come and the challenges we still have to face. Can travel and tourism companies, travel agents, organizations, government bodies and those who work in this industry, think and act beyond the commercial aspects of their business? Instead of creating dreams for some, can this industry help to create equality and dreams for all?

There is much to examine and discuss – your participation, comments and questions will add to the value of this conference. Let us make a declaration and undertaking to continue to build a culture of peace through tourism, with the realization that the journey is continuous and there are many destinations along the way.

Our heartfelt thanks to Qantas, other sponsors, presenters, organizers and helpers, and to our members and supporters, who make it possible for us to carry on. May we continue to join together to spread the Peace through Tourism message and assist in the bringing about of a more equitable and peaceful world.

In peace and friendship,

Daphne Lowe Kelley
Australia Chapter President

Program & Speakers

15 July 2006

8.00 – 8.45am

Registration

9.00 – 9.40am

Welcome & Official Opening

- Daphne Lowe Kelley, IIPT Australia President
- Lee Mladenovic, Metropolitan Local Aboriginal Land Council
- Louis D'Amore, IIPT Founder and President

9.40 – 10.00am

Keynote Speaker

Tourism – Agent for Peace?

- Mike Hatton

10.00 – 11.00am

SESSION ONE

Travel industry operators and agents (sellers)

- Jaqui Preketes
- Georgina Pickers

Industry organizations and government bodies

- David Beirman

11.00 – 11.30am

Morning Tea/Coffee

11.30am – 12.30pm

SESSION TWO

Tourists and travellers (buyers)

- Mia Nahm
- Richard Cunningham

Host communities

- Deborah Edwards
- Tor Hundloe

12.30 – 1.30pm

Lunch

1.30 – 1.45pm

The Future of East Timor

H.E. Hernani Coelho Da Silva, Ambassador for Timor-Leste

1.45 – 3.30pm

SESSION THREE

Interactive Panel Session

- Lynda-ann Blanchard (Chair)
- Trevor Lake
- Matt McDonell
- Garth Lean
- Ian Kelly

Together with four graduate students from the "Peace through Tourism" Winter School course, University of Sydney

3.30 – 4.00pm

Afternoon Tea/Coffee

4.00 – 5.00pm

SESSION FOUR

Where to from here?

- Larry Dwyer

Thanks

- Marilyn Readhead, IIPT Australia Vice President

6.30 for 7.00pm

Banquet Dinner (bookings by 11:00am)

Regal Restaurant,
Corner Liverpool and Sussex Streets

16 July 2006 (Sunday)

Brunch/BBQ at 11:00 am

7/68A St Georges Crescent,
Drummoyne (Ph 9719-3080)

Biographies



David Beirman, PhD, was the founding Director of the Israel Tourism Office Australasia & SW Pacific and the first non-Israeli contracted by the Israel Ministry of Tourism to run an Israel Tourism office. He held the position between 1994 and April 2006. He is also the founder and inaugural

Chairman of the Eastern Mediterranean Tourism Association (Australia) which was established in 2001 to market and promote the eleven countries between Italy and Jordan to the travel industry and public. He is a Board member of ANTOR (Association of National Tourist Office Representatives Australasia) and a member of the Australian Travel Industry Advisory Committee to DFAT which negotiated the Charter for Safe Travel. David has been professionally active in the travel industry for 25 years including ten years working for Jetset Tours. Since 1989 he has been the principal of his own training and management consultancy firm Struan & Associates specialising in the travel industry with emphasis on destination marketing and crisis and recovery management. Dr Beirman has extensive university lecturing experience in the fields of Tourism, Market Research, Middle East Studies and Sociology in Australia and overseas. His articles on tourism crisis management have been published in international publications and his first book, *Restoring Tourism Destinations in Crisis-A Strategic Marketing Approach* was published in April 2003. He has also contributed chapters to two books released in late 2005, *Tourism in Turbulent Times* and *Tourism Security and Safety* and a further book being released in 2006 *Tourism Crisis Management*. David is frequently consulted to manage and lecture on a wide range of crises including war, terrorism, epidemic, natural disasters and crime waves which impact on global and Australian tourism.



Lynda-ann Blanchard, PhD, is a lecturer in the Centre for Peace and Conflict Studies at the University of Sydney, a consultant to the Conflict Resolution Network and an executive member of the International Institute for Peace through Tourism (Australia). She completed her doctorate at Sydney

University in 2005 and her research focuses on issues of social justice and cultural difference. As a teacher and educational consultant in Australia and Japan, she developed curricula, advised on policy formulation and taught in prisons, schools and universities. At Sophia University (Japan), Lynda taught international studies and more recently has conducted peace education workshops for the Japanese Association of Language Teachers (JALT). She is coordinator of the postgraduate courses *Gender and the Development of Peace*, and *Peace through Tourism*, at the University of Sydney. In 2005, she was a guest lecturer on the Peace Boat (Japan). Awards include the inaugural King Hussein Scholarship for the Asia-Pacific Region for a paper entitled "Building A Culture of Peace through Tourism" (1999).

Publications include six articles for domestic and international books and journals. She is also co-editor of *Managing Creatively: Human Agendas from Changing Times* (1996) and has collaborated on *Human Rights Corporate Responsibility: A Dialogue* (2000), *Indigenous People and the Law in Australia* (1995) and *Women, Male Violence and the Law* (1994).



Richard Cunningham has been employed in the tourism industry since graduating from the University of Technology Sydney in 1991. After five years with the Australian Tourist Commission, he has worked in the adventure travel industry for over a decade and currently heads up trade and

consumer promotions at World Expeditions. He has travelled widely and visited Antarctica, his seventh continent in December 2003. Richard has a particular passion for travel in the developing world and rates South America, Indochina and the Himalaya's as his favourite travel destinations. In 2004 he completed a month-long exploratory journey through Mexico, Belize, Guatemala and Cuba and captured images of this fascinating region through the lens of his camera. His more recent travels include Laos, Myanmar (Burma) and he has just completed a trek into the Everest region of Nepal. Richard is a passionate believer in the power of travel to bring about positive social and economic change.



Louis J. D'Amore is the Founder and President of the International Institute for Peace through Tourism (IIPT). He has been instrumental in promoting the travel and tourism industry as the world's first "Global Peace Industry" since the founding of IIPT in 1986. Mr. D'Amore has been a

pioneer in promoting a social and environmental ethic within the travel and tourism industry since the mid-70's. In 1992, following the U.N. Conference on Environment and Development (Rio Summit), he developed the world's first Code of Ethics and Guidelines for Sustainable Tourism for the Canadian tourism industry. He also conducted the world's first international study on Codes of Conduct and best practices in Sustainable Tourism for the United Nations. Prior to founding IIPT, his consulting experience included working with governments at all levels, and private sector organizations in a range of areas including: futures research, tourism research and planning, community development, social impact assessment, public participation, social aspects of environmental and resource planning, cultural/heritage development, and conflict resolution with an emphasis on win-win solutions.



Larry Dwyer PhD, is Qantas Professor of Travel and Tourism Economics at the University of New South Wales. He publishes widely in the areas of tourism economics, tourism management and event management, with over 150 publications in international journals, government reports, chapters in books, and monographs. Larry maintains strong links with the tourism industry at international, national, state and local levels. He has undertaken an extensive number of consultancies for public and private sector tourism organizations within Australia, including the Office of National Tourism, Bureau of Immigration and Population Research, Tourism Council of Australia, the Australian Tourist Commission, NSW Department of State and Regional Development, Queensland Treasury, Tourism NSW and Tourism Queensland. He has also undertaken consulting work overseas for international agencies, including the United Nations World Tourism Organization. Larry is an executive committee member of Business Enterprises for Sustainable Development (BEST). He is the recipient of several research grants. Larry is coordinator of the sustainable destinations research program of The Sustainable Tourism Cooperative Research Centre in Australia. He is on the Editorial Board of nine international tourism journals.



Deborah Edwards PhD, joined the school of Leisure, Sport and Tourism at the University of Technology Sydney as a Senior Research Fellow in Urban Tourism in 2006. Dr Edwards Ph.D. focused on volunteers in large urban museums and art museums. Her research looked at motivations, expectations, values and satisfaction of volunteers and was underpinned by institutional, leisure, and tourism theory. Deborah has been involved in a number of research and consultancy projects in local and regional areas. Since 2002 she has been involved with Best Education Network an international consortium of educators committed to furthering the development and dissemination of knowledge in the field of sustainable tourism. This year Deborah joins the BESTen steering committee.



Mike Hatton spent more than 30 years working in other areas and industries before joining the travel and tourism industry in 1995 as General Manager of a large Sydney corporate travel agency. This was followed in 1997 by a year consulting in all aspects of the industry, and then appointment as the CEO of the Australian Federation of Travel Agents (AFTA) in April 1998. Current industry positions held, international and national, include various IATA Councils, President of the World Travel Agents Associations Alliance (WTAAA), Member of the Australian Tourism Industry Taxation Task Force (Consultative Committee with the ATO), Member of the Australian Federal government National Tourism and Aviation Advisory Committee,

Board member and Deputy Chairman of the National Tourism Alliance, Chairman of the Outbound Travel Industry Working Group, Member of the Federal Government Ten Year Tourism White Paper Implementation Group Member of the Council On Latin American Relations (DFAT) and Board member of the Sustainable Tourism Research CRC – Griffith University, Queensland.

Tor Hundloe, PhD, is an internationally recognised expert on sustainable development theory and practice. Emeritus Professor Hundloe has recently completed a book on the subject and is finishing another - his paper is a draft chapter. Tor has a long association with ecotourism being the inaugural chair of the national ecotourism accreditation program. He was awarded an Order of Australia in 2003 for his contribution in this field.



Ian Kelly has lived, studied and worked in Britain, Canada and Australia. A former geographer, he switched to tourism education in 1990, and directed tourism courses at Monash and Swinburne Universities before retiring in 2000. He has maintained involvement with publishing, teaching and research in an adjunct capacity at the University of South Australia and edits the annual Australian Regional Tourism Handbook for the Australian Centre for Regional Tourism Research. His research and writings on Peace through Tourism date from 1998, and he was appointed Coordinator of the IIPT Educators Network in 2005. Ian was a presenter at the 1999 IIPT Conference in Glasgow, at the 3rd Global Summit in 2005 and at each of the Australian conferences.



Trevor Lake's travel career spans 38 years, starting in 1968 as a retail travel consultant with Bank of NSW Travel. He has done it all - airlines, retail and wholesale travel; consultant, sales rep and European tour guide. In 1986 he founded Classic Oriental Tours to operate tours to all parts of Asia – this was sold in 1999 to the Travel Corporation (one of the largest travel companies in the world). He left the Travel Corporation in 2004 and founded Discover Asia and became its Managing Director. Trevor is one of Australia's foremost experts on travel to Asia, and is a regular lecturer around the world on Asia.

Biographies



Garth Lean is a PhD candidate with the Tourism for Healthy Futures group of the University of Western Sydney. His research looks at the long-term transformative effects of travel/tourism upon the traveller with a particular focus on its potential for delivering sustainability outcomes. To learn more about the study Garth encourages you to visit his research website www.transformativetravel.com. In addition to his research, Garth works part-time with Tourism New South Wales, the state government agency responsible for tourism planning and marketing in New South Wales.

Matt McDonell has worked in the tourism industry for almost all of his working life. He began in the competitive coach tour market where he worked for companies including Westbus, Greyhound Pioneer and Koala Tours. After nine years, he joined Local Government becoming the Tourism Officer for Baulkham Hills Shire in Sydney's north west. For five years he was Chairman of Greater Sydney Tourism and Steering Committee, Chairman of Sydney Wide Conferences and Training Officer for the Australian Institute of Tourism Officers. He is currently the Marketing and Tourism Manager for the City of Wagga Wagga and a member of the International Institute for Peace through Tourism.



Mia Nahm is the Industry Placement Manager at the Kenvale College of Tourism and Hospitality Management. Mia has a Bachelor of Commerce from Concordia University, Montreal Canada. She has lived in South Korea, Philippines, Rome, Canada and now in Australia since 2001. Her main focus is looking after industry placement for the students. Mia is currently completing a Graduate Diploma in Tourism and Hospitality Management from UNSW. With extensive experience working with groups organising social projects both in Canada and Australia, she testifies that in most cases, young people from developed nations have not been given the opportunity in life, due to the abundance of material goods within their reach, to fully know the potential of what they are capable of giving to others until they experience for themselves what it is like to lack the basic needs that we take so much for granted in our society.

Georgina Pickers is a Brisbane travel agent with 26 years experience, ranging from travel consultant to owner/manager. She is also a part-time TAFE lecturer in Travel and Tourism. Georgina is an active member of various industry, business and community associations ranging from Council member and Queensland representative for the Jetset franchise group, to office bearer Business and Professional Women Brisbane Club and Australian Board member for UNIFEM (UN Development Fund for Women). Her volunteer services have extended from the

1982 Commonwealth Games in Brisbane, to the 2000 Sydney Olympic Games and this year's Commonwealth Games in Melbourne.

Jaqueline Preketes established Cosmos Tours (retail travel agency) with her father, Arthur Preketes in 1991. The success of Cosmos Tours led them to branch into wholesale tour operation, with the formation of Touchdown Tours in 1992, wholesaling Greece to Victorian travel agents. By 2002, they had expanded to the Eastern Mediterranean region, including Turkey, Egypt, Jordan, Italy, and the United Arab Emirates and this year Germany and Oman were added. In 2000, Touchdown Tours joined EMTA (Eastern Mediterranean Tourism Association) and in 2002 and 2003, Touchdown Tours were finalists in the Australian Business Awards for Excellence in Customer Service. Jaqui has been an active IIPT member since 2003. She has a degree in European languages (French, German & Greek) from the University of Melbourne. Jaqui takes on ideas learnt from previous IIPT conferences and integrates these into her business. These include: regular donations to local and overseas non-profit organizations; the production of flyers with destination-specific cultural information and responsible tourist advice as part of all passenger documentation; IIPT membership application form printed in the centre pages of "Greece & Italy" brochures in 2005 (over 10,000 copies printed and distributed to over 1,200 travel agencies Australia-wide); staff training on the power and necessity of peace tourism.

Keynote Speaker

Mike Hatton CEO AFTA

Tourism – Agent for Peace?



IIPT would like to thank Mr Mike Hatton for agreeing to be the keynote speaker. We would also like to extend our warmest congratulations to Mike on the honour bestowed on him last Saturday, as the winner of the National Travel Industry Award for "Outstanding Contribution by an

Individual to the Australian Travel Industry." Following the first IIPT Australia Chapter conference in March 2003, arrangements were made for IIPT to have a regular column in AFTA Traveller, the quarterly magazine of the Australian Federation of Travel Agents. This third Australian peace through tourism conference has been endorsed by AFTA.

"I believe that unarmed truth and unconditional love will have the final word in reality. That is why right, temporarily defeated, is stronger than evil triumphant."

Martin Luther King Jr. (1929 - 1968),
Accepting Nobel Peace Prize, Dec. 10, 1964

I like to believe that people in the long run are going to do more than our governments. Indeed, I think that people want peace so much that one of these days governments had better get out of the way and let them have it.

Dwight D Eisenhower (1890-1969), US President and General

To stay quiet is as political an act as speaking out.

Arundhati Roy (1961 -), Winner: 1997 Booker Prize, 2004
Sydney Peace Prize

Session One: (a) Travel industry operators and agents (sellers)

Jaqui Preketes

Georgina Pickers

Agents for Peace: Challenges and Potential

Like many other IIPT members, I am concerned with the apparent lack of interest in, or action towards peace tourism from within the Australian travel industry. I strongly agree with Mr. Louis D'Amore's vision for the potential of this industry to become one of the greatest voices for global peace.

As such, I shall attempt to give an 'insider's perspective' as it were, into the workings of the retail agent's mind, and where I feel there is a lack of understanding in relation to peace tourism. I shall offer ideas on how we, as peace activists, can enhance the existing potential laying dormant within the tourism industry for stronger action to take place. Furthermore, I intend to outline where I see challenges, and attempt to offer examples of how we may overcome them.

Taking into consideration conversations from my own experience in promoting IIPT and the concept of peace tourism to the Australian travel industry (mainly retailers), I hope to give you a broader understanding of the ideas to which travel agents will most readily respond. Although I feel that my own experience in peace tourism is still in its infancy in many ways, I genuinely hope this will give rise to conversation and further examination of the ability of all agents to take on a certain role as agents for peace.

A Travel Agent's Responsibility

When I started in the travel agency area in the early 70s, I confess I rarely asked, unless they told me, as to why they were travelling. The most clients might ask about where they were visiting, was the weather and what kind of clothes they might take. My job was to get them there and back, ensure they had a valid passport, correct visas, vaccinations and confirmed arrangements as required. It was a commercial operation.

I was ignorant as to the impact they and their fellow travellers might have on local communities and the clash of cultures, tourism delivers. Nor did I feel it was my obligation to alert my clients to fragile cultural or religious sensitivities of that country. Frankly (I thought) it was their business to know something about the place. With some exceptions, most left Australia largely uninformed, somewhat ignorant or simply naïve.

How time has moved on. Without doubt tourism has delivered many a rise in living standards, foreign exchange earnings, infrastructure and associated developments, modernization and employment opportunities. In contrast however it can be argued that tourism has contributed to the sexual exploitation and trafficking of women and children, the decline or dilution of traditional cultures, drug trafficking activities, environmental degradation and pollution to name a few.

The question was then and still is, are travel agents expected or have an obligation, amongst all the other time consuming responsibilities (mostly non-revenue) already put upon them, to be the moral guardians of our clients?

Session One: (b) Industry organizations and government bodies

Dr David Beirman

The Role of Regional (Multinational) Tourism Associations in Peace Tourism



At its best, tourism represents a bridge of understanding between nations and cultures. However this version of tourism is too often an ideal rather than a reality. A crisis or a cataclysm is usually required for nations and even individual tourism destinations to work in co-operation rather than

in an almost warlike state of competition. The December 2004 Indian Ocean tsunami was a case in point in which the world tourism community, supported by the UN World Tourism Organization, came to the support of affected nations free of any political considerations.

However there are some examples in the world of tourism in which marketing and promotional cooperation between destinations do work successfully in the face of political differences between the countries involved. While tourism in its own right may not necessarily forge world peace it can be a positive element in the process.

This paper highlights a few examples of multinational regional tourism cooperation which are making contributions to the actuality and the prospect of peace in the regions involved.

A worthwhile starting point is in Australia. The Eastern Mediterranean Tourism Association (Australia) was mooted in October 2000 and formally established in January 2001. In essence it involves the co-operative promotion of 15 destinations namely Italy, Croatia, The Balkan states, Greece, Turkey, Cyprus, Syria, Lebanon, Israel, The Palestinian Authority, Jordan, Egypt and Libya. A cursory glance at this listing will indicate that not all these nations are on good terms politically. EMTA has focused on being a non-political tourism orientated organization made up primarily of tour operators, airlines and national

tourist offices. Its primary achievement from a peace tourism perspective has been to normalise in the minds of travel industry professionals and the travelling public that travel between these countries should be a normal activity. Irrespective of the political, religious and cultural differences, the destinations are seen as complementary.

The concept of regional tourism cooperation has been a fact of life in SE Asia for some years although it took the October 2002 Bali bombing to resurrect ASEAN Tourism from a state of inertia into an active association. Commercial motivations have led to a North East Asian Tourism marketing association involving the Republic of Korea, Russia, Japan and China who are joining forces to encourage multi-destinational tourism from the North American market. Unlike EMTA which is a private sector initiative the two examples above are initiatives of the tourism ministries of the respective countries.

The Pacific Asia Travel Association has been a very effective catalyst for tourism co-operation especially in its core regions of East Asia and the Pacific. PATA's commitment to multinational co-operative crisis management, especially following the SARS outbreak of 2003 and the Indian Ocean Tsunami have demonstrated that there is real potential for peaceful tourism initiated cooperation in the East Asian region.

Session Two: (a) Tourists and travellers (buyers)

Mia Nahm

Richard Cunningham

Volunteer Tourism



People take holidays for various reasons. One of the growing sectors forecasted to be a rival to the popularity of eco-tourism, is volunteer tourism. Breaking away from the traditional commercial tourism, volunteer tourism is when holidays are taken particularly to developing nations where the intention of the traveller is that of alleviating

poverty, promoting scientific research or conservation work.

The World Tourism Organization's (UNWTO) Global Code of Ethics for Tourism, which has been compiled for practitioners in the tourism industry, contains various ethical values in the interest of all nations. Among these values are respect for the environment, peaceful living together of ethnic groups, and widespread choice of a path towards peace.

At Kenvale College of Tourism and Hospitality Management, service projects to developing countries such as Tonga, India, and the Philippines, as well as to others such as New Zealand have been organised. In the latter, students spent a week in the city assisting disabled adults while living with a Maori community. As an educational institution whose role is to assist in the development of the youth – upcoming adults – these projects offer an opportunity to shape an attitude of service that comes from dialogue, interaction, understanding of each other, and respect of cultural and religious traditions of the host communities. An interview process along with working sessions prior to departure to the host communities is compulsory. Individual attention is provided to all students so that their expectation of the trip is in congruence to the overall purpose of the trip.

With this presentation, I hope to communicate the benefits of organising youth service projects as a way to promote early on in life, the importance of the responsibility we have in the developed countries to promote peace through tourism by practicing the values that comes from a genuine attitude of self giving.

Teaching young people 'to be' first rather than 'to have' as their main identity is a challenge that can be facilitated through participation in a social project that exemplifies what volunteer tourism is all about.

Community Project Travel – travel with a difference



"There's something so refreshing and invigorating about travelling in regions of the world, where you won't find neon flashing Coke signs or fast-food outlets. Believe it or not, there are still many countries that have not been overrun by globalisation, where indigenous culture, language, customs and traditions and the arts and crafts still thrive

- it's this aspect of travel that fascinates and fulfils me."

World Expeditions is a company that firmly believes in travel with a purpose. Our adventures have always sought to benefit the local peoples we interact with, safeguard the ecosystems we explore and contribute to the sustainability of travel in the regions we experience.

The range of Community Project Travel trips on offer combines a personal contribution of hands-on assistance with rich interactive experiences in local environments and cultures. From constructing a playground for orphaned children in India to creating a permanent water reservoir in time for the dry season in remote Kenya, the projects are based in communities that have little to no access to funds for such necessities. Therefore, they are not only a great way of spending time with the locals to gain an appreciation of their culture, but also an important means of improving conditions that would otherwise remain unchanged.

Each project works on the basis of a small group working for three to five days consecutively to complete the work. A local builder/carpenter is appointed to oversee and direct the project. Simple projects that do not require a particular skill base for those participating are selected. Projects are completed from start to finish, are sustainable and provide a real long-term benefit to the local community.

Session Two: (b) Host Communities

Dr Deborah Edwards

Dr Tor Hundloe AM

Community Volunteers – Silent Agents for Peace



Volunteers do much of society's work. They make a valuable contribution to society at large and to a wide range of non-profit organizations. In Australia they contribute to the economic, social and environmental sustainability of the communities and regions in which they are located.

This presentation presents an overview of volunteers who come from the local community and contribute their time to tourism organizations within their destinations. It does this from the perspective of the IIPT mission statement for peace through tourism.

The presentation first provides an overview of volunteering, where it takes place and the roles of volunteers in tourism organizations. The presentation then goes on to highlight the contribution that volunteers make in three areas that underlie the IIPT mission: mutual understanding and respect between people and society, individual and collective fulfilment and equitable distribution of benefits. Finally the presentation makes further suggestions for ways in which volunteers can contribute to peace through tourism.

Saving the Environment can be Fun

A second paper will be presented by Professor Emeritus Tor Hundloe, University of Queensland, who is an internationally recognized expert on sustainable development theory and practice. He has had a long association with ecotourism and was the inaugural chair of the national ecotourism accreditation program.

Session Three: Interactive panel session

Dr Lynda-ann Blanchard

Interactive session with a panel of four travel and tourism representatives and four graduate students from the Peace through Tourism course, to be chaired by course coordinator Dr Lynda-ann Blanchard. Each of the panel representatives will speak for about 15 minutes, after which the students will ask questions (followed by questions and comments from the floor).

Travel and Tourism panel representing:

Sellers:	Trevor Lake
Organizations:	Matt McDonell
Buyers:	Garth Lean
Hosts:	Ian Kelly

Trevor Lake

From Bhutan to North Korea



This talk will be based on Trevor's personal travel experiences after 38 years in the travel industry. As Managing Director of Discover Asia, he is one of Australia's foremost experts on travel to Asia, and his vast personal knowledge and intimate friendships throughout Asia will ensure that the right doors will open and the best stories are rooted out.

Trevor is a regular lecturer around the world on Asia and is invited regularly to train guides in China, where he is known as Mr. China! His company was appointed the

official representative of North Korea for the Southern Hemisphere. He is also the appointed representative of the deluxe "Royal Orient" maharajah train in India and honorary consultant for Hebei Province in China (who further honoured him with an Imperial Chinese wedding when he was married in 1994); and he has had tea with the Maharajah of Jaipur (13th wealthiest man in the world). Give him any destination in Asia and he will entertain you for hours with his stories - based on both historic fact and personal experience!

Matt McDonell

Marketing Peace

Why is it that the majority of travel and tourism organizations, associations and government bodies, whether

they be local, national or international, appear to not have any understanding or interest in peace through tourism?

Garth Lean

Transformative Travel & the Creation of Ambassadors for Peace & Sustainability



Does travel create ambassadors for peace and sustainability? What factors do 'transformed travellers' feel are needed for an individual to undergo a change? What are the challenges in trying to deliver social change through tourism? Few studies have attempted to investigate these questions.

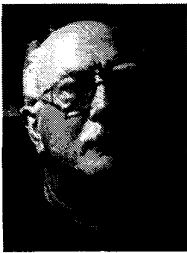
This presentation discusses research being undertaken on the potential of travel to deliver long-term 'transformations' of a traveller's values, attitudes and behaviour for sustainability outcomes. Drawing upon the findings of

a study conducted in 2005 the talk will present traveller narrative depicting the diverse and dramatic changes travel can offer along with outlining the factors 'transformed travellers' identify as contributing toward their change. The presentation will also look at the major challenges faced in attempting to plan individual and social change through tourism. Finally, the limitations to conducting research on post-travel change and monitoring the effectiveness of programs developed to create ambassadors through travel will be reviewed.

Tourism and the Community: A New Paradigm

“Tourism is tosh – it is just moving people around”

(Conrad Lashley, 2006).



Academics lament the definitional uncertainty pertaining to tourism and argue for the adoption of a new paradigm to provide a central ethic and counter the emphasis on hedonism and commercial advantage. Such is the extent and significance of tourism that it may be useful to regard

it as an institutionalized human activity (with wellbeing implications, like sport) rather than an industry. Among the values and norms by which its activities could be judged are fairness, tolerance, civility, compassion, helpfulness and public good, all with implications for communal cooperation and cohesion.

As with other institutions, associated problems may be addressed at local, regional, national and global levels. It is clear that these can be at least partially addressed by recognising that tourism management is more concerned with hosting than with travelling.

For example, a basic question is: With whom should the choice of whether or not to develop tourism lie - the destination community or external forces? It is submitted here that the key stakeholder body is the destination community, and that the sensitivities of the host community must receive priority. The following definition is therefore proposed: *Tourism comprises all the processes associated with hosting visitors in and travelling to and from a destination.*

What are the ramifications of adopting this definition? Simplicity is achieved by removal of cumbersome distinctions relating to distance travelled, length of stay and purpose of visit, although these may still be applied in the collection of statistical information. An emphasis on hosting would be reflected in the increased attention given

to destination management and enhancement of the place of hospitality as a cultural phenomenon with more than commercial implications, extending beyond the provision of transport, accommodation, food and refreshment to incorporate concerns with visitor welfare and satisfaction.

Priority would be allocated to host community welfare and protection of local cultural and natural environments, measures made more necessary where there is inequality in bargaining power. Tourism operations could be certificated or accredited on the extent to which they adhere to the principles of host community well-being and destination stewardship. In such a climate, tourism would no longer be regarded as a form of colonialism.

Session Four: Where to from here?

Larry Dwyer PhD

Qantas Professor of Travel and Tourism Economics, University of New South Wales.

Overview and critique, declaration and future challenges



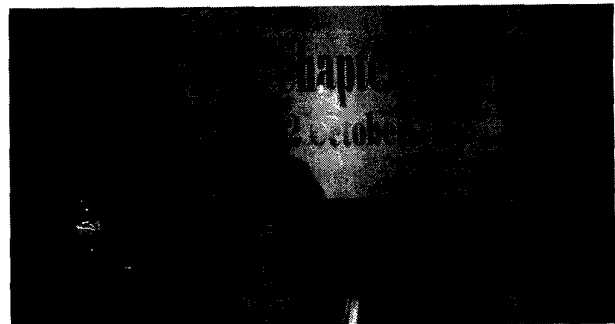
Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it is the only thing that ever has.

Our first and most pressing problem is how to do away with warfare as a method of solving conflicts within a society who have different views about how the society is to run.

Margaret Mead (1901-1978) American anthropologist and writer

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Marilyn Readhead, Vice President, IIPT (Australia) Inc; IIPT Australia founding partner, founder and director of Australian Pinnacle Tours, Perth, WA.



IIPT Australia Vice President Marilyn Readhead (right) with President Daphne Lowe Kelley and Intrepid Travel's Jane Crouch at the 3rd IIPT Global Summit in Pattaya, Thailand.

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