



# I IPT

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

## LUSAKA DECLARATION A 21<sup>st</sup> CENTURY VISION FOR AFRICAN TOURISM

We, the more than 370 delegates from 24 countries, assembled for the 3<sup>rd</sup> IPT African Conference on Peace through Tourism at the Hotel InterContinental, Lusaka, Zambia, February 6-11, 2005 in support of the U.N. Decade of Peace and Non-Violence for the Children of the World, the Millennium Development Goals, the African Union and New Partnership for Africa Development (NEPAD):

**EXPRESS** heartfelt appreciation to our hosts, the government and people of Zambia, who have been an exemplary model of hospitality and friendliness; sharing their smiles, their culture, and their land in an authentic demonstration of 'Peace through Tourism.'

**PAY TRIBUTE** to a nation that achieved independence without war; a nation at peace with itself, its neighbors, and with nature; a nation that has contributed to Peace Keeping and Peace Building on the African continent and is home to refugees and exiles from several nations; a nation grounded on enduring human values of love, tolerance, promise, hope and peace; a nation and people prepared to share its culture and natural wonders with its neighbors and the world.

**SINCERELY THANK** His Excellency Mr. Levy Patrick Mwanawasa SC, President, Republic of Zambia and Patron of the 3<sup>rd</sup> IPT African Conference for the full support of his government and for his declaration of the world's first "*National Peace through Tourism Week*;" and

His Excellency President Olusegun Obasanjo, Chairman, African Union, and President, Federal Republic of Nigeria, for gracing the Conference with his presence and sharing his vision, insights and wisdom in his keynote address; and

Nelson Mandela for honoring us with his acceptance of the "IPT Man of Peace Award"; and  
Dr. Kenneth Kaunda, founding President, Republic of Zambia, for honoring us with his presence to receive the World Association of NGOs Universal Peace Award and sharing his wisdom in both his keynote address and acceptance speech.

**ACKNOWLEDGE** the vision of Africa's founding fathers, who in their wisdom, joined hands to mobilize their people to rise against colonialism and apartheid so that succeeding generations of their respective countries could in freedom, dignity, and harmony – build this great continent to prosperity.

**CONFIRM** that we can honor their legacy by working together to build an Africa characterized by commitment to inclusive democracy, and to the empowerment of its people and communities, in accordance with the rights and liberties enshrined in the Universal Declaration of Human Rights; and

**RECOGNIZE** that the leaders and people of Africa are increasingly committed to a new vision of peace, stability, non-violence, good governance, and sustainable human, social, cultural and economic development for all its people through the African Union, New Partnership for African Development (NEPAD), and respective member states;

An Africa that is integrated, peaceful and prosperous; an Africa driven by its own citizens – that is open for the world to rediscover, re-explore, and fall in love with; an Africa that is ready to take its rightful place as a dynamic force in the global community.

**AFFIRM** that travel and tourism, which is now the world's largest industry, with global revenues approaching US\$ 4.0 trillion, accounting for 10% of world GNP and investments, 1 in every 11 jobs, and 8% of world trade in goods and services; and

That Africa has abundant human, cultural, and natural resources, combined with the necessary skills, talents and entrepreneurial creativity eager to contribute to development and nation building; and therefore,

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.

**WELCOME** the initiatives of Nigeria for establishing a Presidential Council on Tourism and Zambia for the Ministerial Committee on Tourism Development and Co-ordination under the Vice President's office as models of inter-ministerial co-ordination and collaboration.

**ENVISION TOURISM** as a vibrant and integrated sector of the economy that significantly contributes to inclusive, equitable, and sustainable growth and the betterment of society. A private sector activity, with an enabling environment created by appropriate government legislation, policies and plans to catalyze investment and regulate the sector effectively within a climate of social – economic – political – and financial stability.

An industry that provides an economic engine resulting in quality jobs with dignity; entrepreneurial, micro-enterprise, and SME opportunities that are wealth creating; where the maximum acquisition of goods and services are from the immediate local economy, and emphasis is given to preserving and nurturing the rich cultural and natural heritage of the continent; where benefits are equitably and transparently shared by all stakeholders – including indigenous peoples, youth, communities, investors and governments at all levels.

An industry where knowledge and experience are shared among stakeholders and nations in a process of harmonization; and collaboration in tourism research, planning, development, and marketing between nations contributes to solidarity and peace.

An industry where travel related communications technologies are utilized to acquaint travelers with important historic and cultural facts about the countries they are experiencing in their travels; where values of mutual understanding, trust, and peace are promoted within a climate of mutual respect and appreciation between hosts and guests; and to instill in all who travel, awareness of the opportunities they have to be ambassadors of good will, understanding, and peace by harnessing creative means of promoting the *IIPT Credo of the Peaceful Traveler*.

## **WE THEREFORE CALL ON ALL AFRICAN GOVERNMENTS**

To recognize the importance of tourism and incorporate socially and environmentally responsible tourism development in its national development policies, strategies, plans, programs, and decision making.

Provide an enabling environment for investment and sustainable development that includes political, economic, social and financial stability; sound policies, legislation, regulations, and legal system; governance and institutional arrangements; and those elements that lead to effective management of the tourism system including frameworks, strategies, master plans, programs and infrastructure – air, sea, road, rail, telecommunications, energy, water and sanitation; and supportive services of safety and security, access to banks and retail facilities, health services, customs and immigration.

Exercise regional and sub-regional collaboration, particularly in the areas of research and development, planning, transportation, information technology, marketing, visas, standards and grading through organizations such as Southern African Development Community (SADC), Economic Commission for West African States (ECOWAS), Economic Community for Eastern Africa (ECEA), Common Market for Eastern and Southern Africa (COMESA), and Regional Tourism Organization of Southern Africa (RETOSA).

Develop marketing, skills training, and community capacity building programs that meet the needs of tourists, and provide equitable distribution of revenues through participatory, democratic and transparent processes that engage people at all levels – particularly urban and rural youth who are the future of Africa.

Implement integrated marketing promotion, branding, and investment strategies that are aligned with marketing demand and contribute to building a unique African experience that caters to domestic, African and overseas markets.

Develop and implement strict laws for the conservation of wildlife and protection of biodiversity. Encourage partnerships among key stakeholders – governments, NGOs, private sector and local communities, to develop clear guidelines and management strategies for improved management of parks, wildlife and protected areas.

## **CALL ON THE PRIVATE SECTOR**

In collaboration with Ministries of Tourism and Culture, to enlist the resources, talents, and energies of all major travel and tourism related industries including airlines, hotels, resorts, attractions, airports, cruise ships, railroads, tour operators, travel agencies, and others, in the development and distribution of materials that promote education of the cultures and traditions of destinations – thereby enhancing mutual understanding and peace among all peoples and nations.

Convene a conference of Marketing and Public Relations Directors for all major travel and tourism industry groups to initiate a unified effort in achieving the above.

## **CALL ON AIRLINES, GOVERNMENTS, AND AIRPORTS**

To collaboratively enact comprehensive measures to improve air transportation infrastructure, operational efficiencies, reliability, and reduced costs and bureaucracy in order to provide lower air fares and improved service – including safety and security, increased frequencies, and a new network structure that encourages point to point airline service within Africa.

Form alliances that provide familiarization trips for tour operators and journalists; support for organizing conferences; need-based packages; special airfares to encourage youth travel; co-operation and partnerships for easy transfer of tourists, and making travel more accessible, safe, reliable and comfortable.

## **CALL ON GOVERNMENTS, THE PRIVATE SECTOR, DONOR AGENCIES, NGOS, COMMUNITIES, AND CIVIL SOCIETY – TO ACT COLLABORATIVELY IN THE AREAS OF**

### **Media**

Design and implement a media strategy that will promote an accurate image of Africa with its abundant and varied human, cultural, and natural heritage; and history as the birthplace of humanity.

### **Youth**

Recognize the potential of youth to contribute to a 21<sup>st</sup> Century vision of African Tourism; encourage all parties to support their efforts; and to promote a productive inter-generational dialogue.

### **Poverty Reduction**

Recognizing that poverty reduction is a private sector business opportunity representing the untapped market of 80% of humanity currently living on less than US\$ 2.00 a day – all searching for an improved quality of life; a market with immense potential, entrepreneurial capacity, and capabilities – with prospects for the most vibrant growth market in human history; and that there can be no development without peace – and no peace without development;

That the travel and tourism industry, as a major beneficiary of peace, become leaders in forging a global alliance for development and inclusive capitalism that mobilizes the investment capacity, modern technologies and access to knowledge of the private sector, with the knowledge and commitment of governments, donor agencies, NGOs, local communities, and most importantly – the poor themselves – to co-create innovative strategies resulting in entrepreneurial opportunities, jobs with dignity, self-esteem and pride, and societal betterment in all its dimensions: human, social, cultural, economic and political.

We further join with the millions of voices around the world that have called for the total cancellation of debt to African nations so that finite resources can be applied to vital sectors such as health, education, and poverty reduction.

### **Community Tourism**

Building on the conclusions and outcomes of the 2<sup>nd</sup> IIPT African Conference: “Community Tourism – Gateway to Poverty Reduction,” foster community tourism in both urban and rural areas that contributes to jobs with dignity and community empowerment, leading to wealth creation, self esteem, pride of heritage and community, and social transformation through development of health clinics, schools, clean water, roads, and communications while preserving and nurturing cultural and natural heritage.

Develop marketing, skills training, and community capacity building programs that meet the needs of tourists, and provide equitable distribution of revenues through participatory, democratic and transparent processes that engage people at all levels – particularly urban and rural youth who are the future of Africa.

### **Sports for Peace and Development**

Acknowledging that 2005 is the U.N. Year of Sport for Peace and Development, encourage and develop models of ‘Peace through Sport’ that empower youth, particularly youth at risk from violence, drugs, or AIDS; promote life learning skills, values, responsibility, community partnerships, and exchanges; build understanding, respect, and trust; and utilize sport as a vehicle for healing the wounds of conflict and building peace.

### **Barrier Free Access**

Create increased awareness to the needs of disabled travelers. Incorporate barrier free access into policies and planning that provides access opportunities to all public places. Utilize the architectural and planning guidelines to barrier free access available from the Society for Accessible Travel and Hospitality (SATH) and the World Tourism Organization (WTO).

## **AND COMMIT TO THE FOLLOWING**

### **IIPT Educators Network**

The IIPT Educators Network will continue to serve as a channel for sharing tourism research and experiences among tourism educators and their partners. The Cape Peninsula University of Technology will serve as Secretariat to the IIPT Educators network and work closely with IIPT.

National level 'IIPT Educators Forums' to be established in Zambia, Tanzania, Uganda, Kenya, and South Africa to initiate the process and activities leading to the 21<sup>st</sup> Century vision for Education in Tourism, and dialogue with other stakeholders in their respective countries with a particular emphasis on promoting socially and environmentally responsible sustainable tourism; improving the quality of human resources for tourism, hospitality and wildlife management; and providing education for entrepreneurship, sustainable development and promotion of peace in Africa through responsible tourism.

### **Youth Coordinating Committee**

The IIPT African Youth Leadership network to establish an IIPT Youth Coordinating Committee to initiate and strengthen contacts with existing youth networks, councils, and Tourism Youth Cooperatives to foster economic empowerment, education and training, and social transformation among the rural and urban youth of Africa.

### **Forum of Tribal Chiefs**

Recognizing that Tribal Chiefs and Traditional Rulers are critical stakeholders in the development of Peace through Tourism - a Tribal Chiefs Forum will be an integral part of the 4<sup>th</sup> IIPT African Conference in collaboration with the "House of Chiefs" in Zambia, which will also serve as the Secretariat for the preparations of the "Tribal Chiefs Forum."

### **IIPT – Cape Peninsula University of Technology (CPUT) Partnership**

Formation of an IIPT-CPUT partnership for the purpose of building, managing and distributing a body of knowledge on community based tourism, models of best practice, GIS, and map assets in Africa. CPUT will also serve as the Secretariat for the IIPT African Educators Network.

### **Youth Hostels**

Nurture, facilitate and grow youth travel to and within Africa and a Youth Hostel Movement within Africa, and initiate the development of youth hostels in Zambia, Lesotho, and South Africa in collaboration with the International Youth Hostel Federation as a legacy of this Conference.

### **South East Africa Tourism Investment Program (SEATIP)**

With the leadership of the International Finance Corporation (IFC), facilitate a highly participatory and integrated approach to regional tourism development and conservation in the South East Africa Region through the design of tourism circuits that combine public, private sector and community investments that are mutually reinforcing.

### **African Diaspora Heritage Trail**

IIPT together with the Africa Travel Association (ATA), will support the Government of Bermuda in implementation of the African Diaspora Heritage Trail (ADHT) conceived by the late Hon. David H. Allen, former Minister of Tourism, Bermuda at the First Global Summit on Peace through Tourism, Amman, Jordan 2000 and first presented in its full concept at the 1<sup>st</sup> IIPT African Conference, Nelspruit, Mpumalanga Province, South Africa, March 2002.

"The aim of the Africa Diaspora Heritage Trail is to identify, conserve, and promote historic sites linked with the development and progress of people of African descent ..... it is time that we explore the bonds that link our peoples and nations together with a shared history."

Hon. David H. Allen

### **Symposium on Healing the Wounds of Conflict**

IIPT will organize a symposium among Ministers of Tourism from African nations that have – and are – experiencing conflict, with the aim of harnessing tourism, sport, and the arts in healing the wounds of conflict and building a foundation for social stability and economic regeneration.

### **Great Falls Peace Parks Initiative**

As part of its Global Peace Parks Program, IIPT will invite the dedication of IIPT International Peace Parks in each country adjacent to the world's three great waterfalls: Argentina and Brazil adjacent to Iguacu Falls; Canada and the U.S. adjacent to Niagara Falls; Zambia and Zimbabwe adjacent to Victoria Falls. Dedication of the Parks will take place on September 21, 2005 – the U.N. International Day of Peace – commemorating the 150<sup>th</sup> anniversary of Dr. David Livingstone's sighting of the Falls; and the 100<sup>th</sup> birthday of U.N. Secretary General Dag Hammarskjold; as well as the Centennial of Livingstone. The dedication of these Peace Parks will link the world's three Great Falls and send a message of Peace, Hope, Friendship and Solidarity across three continents and around the world.

**WE COMMEND** the International Institute for Peace through Tourism (IIPT) for giving scope to the vision of peace through tourism and for its untiring efforts toward that end in Africa and globally; and IIPT's partner the Africa Travel Association (ATA); and

**EXPRESS APPRECIATION** to our hosts – the Zambia Ministry of Tourism, Environment and Natural Resources, and Conference Sponsors: Development Bank of Southern Africa (DBSA), CNN, InterContinental Hotel Group, Embassy of Sweden, U.S. Embassy, United Nations Development Program (UNDP); Reed Travel Exhibitions, World Association of NGOs (WANGO); eTurbo News, and other sponsors and contributors, for their generous contributions that made this Conference possible and advancing the cause of Peace through Tourism.

*Adopted at Lusaka, Zambia, 11 February, 2005*

### **Conference Participants**

The more than 370 delegates from 24 countries included senior officials from governments, the private sector, UN Agencies, the World Bank, NGOs, and leading educators, thinkers, policy makers and practitioners, as well as executives from the areas of culture, education, heritage, parks, environment, and development. In addition to delegates, some 100 media persons provided coverage of the Conference.