



Photos - left Conference head table speakers, Hon. Patrick K. Kalifungwa, Zambia's Tourism Minister (center). Above: H.E. Levy Patrick Mwanawasa, President of Zambia (left), Louis D'Amore, IIPT founder, Zambia's first President Kenneth Kauanda (right).

## Two African Heads of State Open the 3rd IIPT- ATA Conference on Peace through Tourism in Zambia.

By David Cogswell

"When I started seeding the idea of IIPT back in '86, the question I got most was, 'What does tourism have to do with peace?'" said Lou D'Amore, founder and president of the International Institute for Peace Through Tourism. "Now I don't think you can go to a conference without hearing about tourism and peace." The fact that he doesn't hear that question very much anymore is a measure of how far the organization has come, or maybe how far a war-torn world has come toward the understanding of the connection between peace and tourism.

"The African Travel Association has been there from the beginning," he said. Now nearly 20 years since its inception, in a world wracked by conflict, the idea of peace through tourism is coming into its own. Even the most hardheaded businessmen in an industry that has been driven to the brink of destruction by war and terrorism need little convincing about the importance of peace.

The Third Regional African Conference on Peace Through Tourism organized by the IIPT in partnership with the ATA in conjunction with Zambia's Ministry of Tourism, Environment and Natural Resources in Lusaka, Zambia, Feb. 6-11, attracted over 300 delegates from around the world, including executives from major travel corporations, representatives from government and non-government agencies, all with a common interest in tourism, peace and a clear understanding of the connection between the two.

Zambian President Levy Patrick Mwanawasa's keynote address made it clear that a growing number of the world leaders of tomorrow understand the importance of tourism as a force for peace and prosperity.

"Peace is one of the preconditions for

progress and development," the President said. "Peace presents the first step on the road of development, progress, social order and fulfillment. We need peace if we wish to meet the major challenges that threaten our survival."

Nigerian president and African Union chairman Olusegun Obasanjo spoke of a new generation of African leaders who are "increasingly aware of their commitments to a new vision for Africa — vision of peace, non-violence and sustainable social, human and economic development for all its people. In a continent that can boast of a variety of sites, the typical African hospitality and varieties of culture, tourism only seeks a chance to blossom. But this can only happen in conditions of peace, love, understanding, tolerance, inclusion and democracy." From a vantage point at the heart of the movement toward travel to Africa, ATA's executive director Mira Berman said she has witnessed the transformation from a time when peace through tourism was an idea ahead of its time, to today, when its acceptance is spreading like wildfire. "Now that there is the realization that tourism is the number one, two or three industry, ministers realize its importance. They used to laugh when they were asked for funding. People used to say about tourists: 'Who are these people? I don't like them, why are they coming in here?' That has changed through training. Now they feel they own the animals."

Perhaps nowhere is the principle better understood than in Africa, where development depends more on tourism than anywhere else. Modern African leaders understand that no industry holds more promise of transforming Africa's tremendous environmental resources into economic prosperity.

The African environment in its natural form is a tremendously valuable commodity to visitors from America and other countries. In spite of political instability and widespread poverty, no continent has greater natural resources. And a growing awareness of their rarity and preciousness in an industrialized world is creating an opportunity for a bustling world trade based on those unspoiled environmental and human resources. Attendees of the conference exhibited a clear understanding that Africa can learn from the mistakes of industrialized countries that have fouled their environments, and Africa can maintain its environment as its most valuable and sustainable resource.

Conference attendees did not shy away from the tough issues and obstacles to achieving the dream of a prosperous tourism-based economy. There are serious problems with an underdeveloped air travel system, too expensive, over-regulated and with too few connections. Africa suffers from an inadequate infrastructure, and from negative media coverage, from inaccessibility of capital for investment in tourism. Realism tempered the sense of hope that pervaded the conference, but did not dampen it.

"Our challenge should be to change this gloomy picture," said Patrick K. Kalifungwa, Zambia's Minister of Tourism, Environment and Natural Resources and the president of the African Travel Association. "And this conference should be a step in that direction."

*For more about Peace through Tourism and travel in Zambia visit [WWW.IIPT.ORG](http://WWW.IIPT.ORG) or [www.africa-ata.org/zambia.htm](http://www.africa-ata.org/zambia.htm)*

## Africa Travel Association Plays Major Role in China's First World Tourism Marketing Summit

by Karen B. Hoffman



ATA President Hon. Patrick K. Kalifungwa, MP, Minister of Tourism, Environment and Natural Resources, Zambia (left) addressed 500 delegates at First Global Tourism Marketing Summit Nanjing, China. A combined ATA - Africa tourism team at the Summit in November 2004 included ministry officials from Zambia and Tanzania. The presence of Hon. Patrick K. Kalifungwa and the Zambia delegation, as well as

Solomon Odunga, Permanent Secretary, Ministry of Natural Resources and Tourism, United Republic of Tanzania, representing the Hon. Zakia Hamdani Meghji, MP, Tanzania's Minister for Natural Resources and Tourism, and a Tanzania public/private sector delegation, was evidence of the number of countries who recognize China's enormous potential as a source market for tourism. More than 80 foreign destinations have already been granted Approved Destination Status (ADS) from the Chinese government, including Zambia and Tanzania. The Conference, the "Power of Marketing," was organized by the World Trade University (WTU) Global Secretariat, a UN Global partnership mechanism launched by the United Nations in 2001. The World Travel & Tourism Council (WTTTC) was the Summit Patron. Sujit Chowdhury, WTU Secretary General, announced that the next Summit would take place in Beijing, 2006.



Above top: Team Tanzania in Nanjing, China. Inset right: Passing the flag from Nanjing to Beijing for the Summit 2006: Sujit Chowdhury, Secretary General, World Travel Marketing Summit; Jean-Claude Baumgarten, President, WTTTC; Yu Changjiang, Mayor of Beijing; Jiang Yude, Vice Mayor, Nanjing.



## Zambia launches USA Tourism Promotion Campaign

Republic of Zambia Ministry of Tourism, Environment and Natural Resources Speech by the Honourable Patrick K. Kalifungwa, Vvisit Zambia 2005 campaign in New York with the following words, "The year is a significant one for the country. Livingstone city will be celebrating its 100 years since Scottish missionary Dr. David Livingstone first saw the awesome, mighty Victoria Falls - the smoke that thunders,' These two major events present Zambia with opportunities to enhance its marketing and promotion

of its tourist attractions both locally and abroad, the prime objective of the campaign is to increase total tourist arrivals by 400,000 in 2006, and sustain the figure in the years thereafter."

Photo: From left, Margaret Mkimbo, Director ZNTB New York office; Justina Wake, Director of Tourism; Hon. Patrick K. Kalifungwa, Minister; Charity Lumpa, Managing Director, Zambia National Tourist Board; Donald Pelekamoyo, ZNTB Europe, Dr. Kenneth Nkowane, Director Environment. Inset - Doris Wooten (left), President of ATA New York and Charity Lumpa.

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