

LOUIS D'AMORE

Peace through Tourism: An Historical and Future Perspective

Early Beginnings

“The world is a book,” observed Saint Augustine, “and those who do not travel read only one page.” Some sixteen centuries later, the “book” is becoming a page-turning bestseller. Travel and tourism has established itself as one of the world’s largest and fastest growing industries revolutionizing our understanding of ourselves, others, and the world. The exponential growth of international tourism arrivals from 25 million in 1950 to 1.0 billion international arrivals in 2012 is clearly one of the most remarkable economic and social phenomena of our time.

It may have been Mark Twain who first recognized the value of tourism in promoting peace. His book, *The Innocents Abroad*, chronicles his 1867 travels through Europe and the Holy Land. In this, his best-selling work during his lifetime and one of the best-selling travel books of all time, he states:

“Travel is fatal to prejudice, bigotry, and narrow-mindedness, and many of our people need it sorely on these accounts. Broad, wholesome, charitable views of men and things cannot be acquired by vegetating in one little corner of the earth all one’s lifetime.” (Twain 1867).

It was a German teacher, Richard Schirrmann, Founder of Hostelling International, who in 1909 transformed these words into action. He initially set out to introduce his students to the wonders of nature in the countryside and the culture of cities. “Each forest, each plain, each flower, each mountain, each village and each town,” he taught his students, “is a separate page of your homeland. It is necessary to familiarize yourself with these pages through experiences rather than reading about them. But also travel beyond the borders of your country” – he advised – “to seek out people of other lands and appreciate those who have different languages and backgrounds, for doing this – neighbors and friends – build hence the youth hostels – and open them for all the youth of the world as the home of peace – for the good of humanity.” (IIPT, 2008)

Mr. Schirrmann’s philosophy was to provide young people of all countries with suitable meeting places throughout the world, where they could meet, exchange ideas and get to know each other thereby building an important part of education that contributes to international understanding.

Similarly, Jean Barraud in post-World War II France began organizing trips for French students to Germany in 1946 & ’47. His main purpose for doing so

was to bring the youth of both countries together – youth whose parents had been mortal enemies for several years. He wanted to give young people the opportunity to communicate with each other – to understand each other – to share their views on life. These trips resulted in the Federation of Youth Travel Organizations (FIYTO) founded in 1950 with a mission of promoting international understanding among young people through travel. Today youth and student travel accounts for more than 20% of all international arrivals – and is projected to increase to 25% in the next few years.

The foundations for commerce and the exchange of goods and services as a basis of friendship, collaboration and peace had its beginnings in 1919, when a handful of entrepreneurs and business leaders came together to bring hope to a world still devastated by the First World War. They were resolved to replace fear and suspicion with a new spirit of friendly international cooperation, at least among business people. They founded the International Chamber of Commerce (ICC) and called themselves “the merchants of peace”. (Merchants of Peace 2013)

A similar movement began in 1932 within the travel and tourism industry. A group of travel professionals from Paris received a warm welcome from their hosts in Stockholm and the idea of international goodwill and friendship that results from travel was born. Today, Skat International is the world’s largest organization of travel and tourism executives with more than 18,000 members in 450 cities of 85 countries and the only organization embracing members from all sectors of the industry.

1980 Manila Declaration

The World Tourism Organization convened in Manila, Philippines, from 27 September to 10 October 1980, with the participation of 107 delegations of States and 91 delegations of observers, in order to clarify the nature of tourism in all its aspects and the role tourism is bound to play in a dynamic and vastly changing world. Delegates also convened to consider the responsibility of States for the development and enhancement of tourism in present-day societies as more than a purely economic activity of nations and people.

The resulting Manila Declaration began with words that read in part:

“CONVINCED that world tourism can be a vital force for world peace and can provide the moral and intellectual basis for international understanding and interdependence.” (UNWTO Manila Declaration 1985)

And so, for the first time, the role of “tourism as a vital force for peace” was enshrined in a formal document of the world’s premier tourism organization representing the nations and governments of the world.

World Leaders and “Citizen Diplomacy”

World leaders have long recognized the important role of “Citizen Diplomacy” in promoting mutual understanding. President Dwight D. Eisenhower knew from his experience as a military commander that ordinary citizens of different nations could bridge political and social divides where governments could

not. "I have long believed, as have many before me," he said, "that peaceful relations between nations requires understanding and mutual respect between individuals."

Eisenhower thought that ordinary citizens, if able to communicate directly, would solve their differences and find a way to live in peace, for while we are all different, our values, goals, and day-to-day issues are very much the same. His belief in the potential of citizen peacemakers led to a meeting in 1956 with entertainer Bob Hope, Olympic champion Jesse Owens, Hallmark Cards founder Joyce Hall, and the legendary Walt Disney. This select group, along with a hundred other leaders from industry, academia, and the arts, launched "People to People International" with the aim of fostering international understanding and friendship through the direct exchange of ideas and experiences among people of diverse cultures. The program continues to flourish through initiatives such as Project Hope and Sister Cities, under the current leadership of Mary Eisenhower, President Eisenhower's granddaughter,

"Travel has become one of the great forces for peace and understanding of our time," said Eisenhower's successor in the White House, President John F. Kennedy. "As people move throughout the world and learn to know each other, to understand each other's customs, and to appreciate the qualities of the individuals of each nation, we are building a level of international understanding which can sharply improve the attitude for world peace."

Kennedy's recognition of the importance of travel and intercultural exchange led to the formation of the Peace Corps by executive order on March 1, 1961.

President Ronald Reagan and Soviet President Mikhail Gorbachev both saw the vital role that travel can play in breaking down historical barriers of isolation. Their joint statement following the 1986 Geneva Summit affirmed in part, "There should be greater understanding among our peoples, and to this end we will encourage greater travel."

Pope John Paul II believed that "Tourism puts us in touch with other ways of living, other religions and other perceptions of the world and its history. This helps people to discover themselves and others, both as individuals and as communities. And U.N. Secretary General Ban Ki-moon has stated: "Tourism is the people's building block for global peace and cultural understanding. It can also help drive economic growth and alleviate poverty."

Birth of the International Institute for Peace through Tourism (IIPT)

The original seeding of the International Institute for Peace through Tourism (IIPT) occurred in the mid-1970's when the firm of L.J. D'Amore and Associates was commissioned by the Government of Canada to conduct the world's first study on the future of tourism. The study was conducted through a "North American lens" and findings were justifiably very bullish on the future of tourism with higher levels of income and education, increased leisure time, more persons retiring with pensions, smaller families, and a general trend towards a propensity to travel for life-enriching experiences. As well, for the

first time, the study introduced social and environmental dimensions into the tourism matrix.

The study was updated two years later in 1978 and subsequently an ongoing futures research program was launched called "Tourscan" which produced 6 to 8 reports a year on societal trends and their implications for tourism; trends within the travel and tourism industry; and an annual forecast of tourism projections for the following year. By the early 1980's, research began to be conducted through a "global lens" which in turn introduced a totally different view of the future – a future that included environmental deterioration, a growing gap between have and have not regions of the world, increasing "Cold War tensions" between countries of the East and West, and a growth in terrorism.

With a realization that by the Year 2000, travel and tourism would be one of the world's largest and fastest growing industries, it was decided that focus should shift from doing research on the future of travel and tourism – to asking, how can travel and tourism – soon to be one of the world's largest and fastest growing industries – be a positive force for a better world. Over a period of several years, L.J. D'Amore and Associates gradually transitioned, and in 1986, the UN International Year of Peace, the International Institute for Peace through Tourism (IIPT) was born with a vision of

Travel and Tourism becoming the world's first "Global Peace Industry" – an industry that promotes and supports the belief that every traveler is potentially an "Ambassador for Peace."

IIPT's concept of "Peace" from the start has been a positive concept that goes beyond the notion of simply the absence of war. It embraces six dimensions: peace and tranquility within ourselves; peace with others, from our neighbors next door to our neighbors in the global village; collaboration among; peace with nature and our common home – planet earth; peace with past generations – by which we honor our respective cultures, heritage and achievements of past generations; peace with future generations – through sustainable lifestyles and practices; and peace with our Creator – by practicing the universal principle of all faiths and humanists – "do unto others as we would have them do unto ourselves."

Following two years of planning, and with support from both the private and public sectors of the Canadian travel and tourism industry, the First Global Conference: Tourism – A Vital Force for Peace was held in Vancouver, Canada, October 1988 with Air Canada as the Title Sponsor.

Introduction of a "Higher Purpose of Tourism"

A 25 year retrospective look at the First Global Conference: Tourism – A Vital Force for Peace, suggests that it was a watershed event for the travel and tourism industry. Eight hundred persons from 68 countries participated in the event which featured video-taped messages from Pope John Paul II and U.S. President Ronald Reagan in the Opening Ceremony. President Vigdis Finnbogadottir of Iceland, the world's first elected woman Head of State was the

Honorary Chair of the Conference. Exactly two years earlier she had hosted the Reykjavik Summit between President Ronald Reagan and General Secretary Mikhail Gorbachev which resulted in the beginning disarmament of nuclear weapons between the U.S. and the Soviet Union.

The Vancouver conference first introduced the concept of “Sustainable Tourism Development” – four years prior to the UN Rio Summit on Environment and Development. It also introduced a new paradigm for a “Higher Purpose of Tourism” – a paradigm that includes the role of tourism in:

- Promoting international understanding
- Collaboration among nations
- Protecting the environment and preserving biodiversity
- Enhancing cultures and valuing heritage
- Sustainable development
- Poverty Reduction, and
- Healing Wounds of Conflict.

This ‘higher purpose’ of tourism – with its capacity to generate social, cultural, economic, environmental, and political benefits has now been recognized and gained acceptance at the highest levels of both governments and industry together with its immense potential as the world’s largest industry in contributing to a “Culture of Peace.”

IIPT has since organized sixteen conferences and summits as well as seminars and workshops in regions throughout the world bringing together both public and private sector leaders of the industry, educators, students, practitioners, and non-governmental organizations as well as leaders from related sectors including economic development, environment, sport and culture.

More than 6,000 persons from some 130 countries have come together over the past 25 years to share their experience, ideas, insights, wisdom and commitment in “Building a Culture of Peace through Tourism.” More than 1,200 case studies of “Success Stories” and models of “Best Practice” have been presented demonstrating the various dimensions of a “Higher Purpose” of Tourism and the social, economic, cultural, environmental, and political benefits of tourism.

- Persons associated with IIPT Conferences and Summits have included Pope John Paul II and Heads of State: President Ronald Reagan; HE Vigdis Finnbogadottir, President of Iceland; Nelson Mandela, President of South Africa; Dr. Kenneth Kaunda, first President of Zambia; HE Olusegun Obasanjo, President, Federal Republic of Nigeria, and President, African Union; HE Levy Patrick Mwanawasa, President, Republic of Zambia; HE Yoweri Kaguta Museveni, President, Uganda; and Hon. Dr. Ewart F. Brown, Premier of Bermuda.
- Kings, Queens and Princes associated with IIPT Conferences and Summits have included: HM King Abdullah II; HM Queen Noor, and HM Queen Rania, all of Jordan; and HSH Prince Albert, Monaco.

- Heads of UN Agencies include: UN Secretary General Kofi Annan; Mary Robinson, UN High Commissioner for Human Rights; Dr. Willibald Pahr, Francesco Frangialli and Dr. Taleb Rifai, UN World Tourism Organization.
- Nobel Laureates have included: Shimon Peres; Wangari Maathai; and David Trimble; and travel industry leaders: J.W. Marriott, Jr, Chairman and CEO, Marriott International; Harvey Golub, Chairman, American Express and Chairman, World Travel and Tourism Council; Claude Taylor, Chairman, Air Canada; Geoffrey Lipman and Jean-Claude Baumgarten, Presidents of World Travel and Tourism Council; more than 40 other CEO's of major travel and tourism industry corporations and more than 60 Ministers of Tourism.

Beginning with its First Global Conference in Vancouver 1988, IIPT has strived to leave a lasting legacy with each conference and summit. Table A is a listing of significant Conference outcomes.

Table A IIPT Conference Outcomes

Conference Declarations:

- Columbia Charter – Vancouver 1988
- Amman Declaration – Amman 2000
- Thessaloniki Declaration – 2001
- 21st Century African Agenda for Peace and Poverty Reduction through Tourism – Nelspruit, Mpumalanga Province, South Africa 2002
- Tanzania Action Plan – Dar es Salaam, Tanzania 2003
- Lusaka Declaration on Climate Change – Lusaka, Zambia 2011

Other Conference Outcomes:

- Broad international awareness to the potential of travel and tourism to contribute to broader societal and global objectives and the realization of a peaceful, just, and sustainable world.
- IIPT Credo of the Peaceful Traveler distributed throughout the world.
- World leaders King Hussein of Jordan, UN Secretary General Dag Hammarskjöld and Nelson Mandela acknowledged as “Men of Peace.”
- Awards to individuals and organizations in recognition of outstanding achievements that contribute to international understanding, cooperation and peace
- Concept of Sustainable Tourism Development first introduced at First Global Conference Vancouver, 1988 – four years prior to the Rio Summit 1992.
- Second Global Conference, Montreal 1994: “Building a Sustainable World through Tourism” – first showcased case studies of “Success Stories” and “Models of Best Practice” of Sustainable Tourism.”

- Uganda first nation in the world to introduce Tourism Legislation in support of the U.N. Millennium Development Goals.
- Africa Diaspora Heritage Trail (ADHT) conceived by Bermuda Minister David H. Allen at the First Global Summit, Amman.
- Launch of Uganda Martyr's Trail
- Proclamation of "National Peace through Tourism Week" for each of IIPT's last three African Conferences.
- Pattaya, Thailand declared a "City of Peace" as legacy of IIPT 3rd Global Summit.
- Facilitated MOU between Pacific Asia Travel Association (PATA) and Africa Travel Association (ATA) with the aim of nurturing an "Asia – Africa Bridge of Tourism, Friendship and Collaboration."
- International Youth Hostel flagship program "Hostelling for Peace and International Understanding" in partnership with IIPT.
- Educator Forums and Student/Youth Leadership Forums at each IIPT Conference and Summit.
- "Peace through Tourism" incorporated in educational programs of colleges and universities and increasingly a topic of scholarly research by professors and students.
- Scholarships awarded students in each region of the world related to the theme of each Conference and Summit.

Additional IIPT Achievements

Codes of Ethics and Guidelines for Sustainable Tourism

Following the 1992 United Nations Earth Summit in Rio in 1992, IIPT developed the world's first Code of Ethics and Guidelines for Sustainable Tourism with a mandate from the Canadian travel and tourism industry. These also served as an early model for other nations. As well, IIPT developed guidelines for the Pacific Asia Travel Association (PATA) GreenLeaf Program.

First International Study of Tourism and Sustainable Development

In 1993, IIPT was commissioned by the United Nations Environment Program (UNEP) to conduct the first international study of best practice regarding Tourism, Environment and Sustainable Development.

Peace Parks Across Canada

The IIPT Peace Parks Across Canada program commemorated Canada's 125th Birthday as a nation in 1992. Three hundred and fifty cities and towns from St. John's, Newfoundland on the shores of the Atlantic – across five time zones to Victoria, British Columbia on the shores of the Pacific dedicated a park to peace. More than 330 parks were dedicated at noon local time, October 8th, as a National Peacekeeping Monument was being unveiled in Ottawa with 5,000 UN Peace Keepers passing in review. Each of the Peace Parks incorpo-

rated a 'Bosco Sacro' (Peace Grove) of 12 trees as a symbolic link with one another, and with nature – and as a symbol of hope for the future. The 12 trees were also symbolic of Canada's 10 Provinces and two Territories. Of the more than 25,000 projects commemorating Canada's 25th anniversary, Peace Parks Across Canada was said to be the most significant.

Global Peace Parks Program

"Peace Parks Across Canada" has served as the foundation for the "IIPT Global Peace Parks Program launched on the 11th hour, of the 11th day, of the 11th month, 2000 – first year of the new Millennium – from Bethany Beyond the Jordan, site of Christ's baptism, as a legacy of the IIPT First Global Summit, Amman, Jordan. Peace parks have been dedicated in the United States, Jordan, Scotland, Italy, Greece, Turkey, South Africa, Tanzania, Zambia, Uganda, the Philippines, Thailand, and Jamaica.

Re-dedication of the IIPT International Peace Park at Victoria Falls, September 24, 2013 was the highlight of Opening Day of the UNWTO General Assembly co-hosted by Zambia and Zimbabwe.

Participants in the ceremony included UNWTO Secretary General Dr. Taleb Rifai; Zambia's first President Dr. Kenneth Kaunda; King Makuni of the Leya people on whose land Victoria Falls is located; Zambia Minister of Tourism and Arts, Sylvia Masebo; Dr. Patrick Kalifungwa, former Minister of Tourism, Environment and Natural Resources, Zambia and Vice Chancellor, Livingstone International University of Tourism Excellence and Business Management (LIUTEBM); and Senator Akel Biltaji, representing HM King Abdullah of Jordan who brought six olive trees from Bethany Beyond the Jordan, to be planted during the ceremony. Bethany Beyond the Jordan is the site of Christ's Baptism, and like Victoria Falls – also a World Heritage Site.

Commemoration of IIPT 25th Anniversary Year

IIPT is commemorating the twenty-fifth Anniversary of its First Global Conference: Tourism – A Vital Force for Peace with a major Platinum stage event at World Travel Market, November 5, 2013 and will continue the commemoration through to October 2014.

The November 5, 2013 World Travel Market event is in support of the "Great War" Centenary with its theme of "No More War." As one of the world's largest and fastest growing industries, the collective voice of travel and tourism leaders can be a powerful force for peace and justice in the 21st century – and without peace, there is no tourism. The event will feature leaders of the travel and tourism industry with their respective perspectives on "Building a Culture of Peace through Tourism" in support of the theme: "No More War." The session will also honor members of the travel and tourism industry who have made a significant contribution in promoting a "Culture of Peace through Tourism."

As part of its one year commemoration, IIPT is launching a series of "Legacy" projects that include:

IIPT/Skål Peace Towns and Villages

This is the 'flagship' project of IIPT's twenty-fifth anniversary year being implemented with Skål International, the industry's largest organization of travel and tourism executives with 18,000 members in 450 chapters in 85 countries. Together we are inviting towns and villages throughout the world to dedicate an IIPT/Skål Peace Park and in so doing committing their town/village to peace, i.e. to be actively committed to promoting values of tolerance, non-violence, gender equality, human rights, youth empowerment, environmental integrity, and sustainable human, social and economic development.

Some thirty towns and villages in South Africa, Jamaica, the Caribbean and India have already committed themselves to being IIPT/Skål Peace Towns and Villages. A goal of 500 IIPT/Skål Peace Towns and Villages has been set for September 21, 2014, the UN International Day of Peace, and 2,000 by 2018, the last year of the Great War Centenary.

IIPT Consortium of Collaborating Universities (IIPT-CCU)

Universities participating in the IIPT-CCU program agree to collaborate in providing third and fourth year university students the opportunity to research and write essays on the various dimensions of "Peace through Tourism." More than 20 universities from Africa, Asia, North America, Europe, Australia, the Caribbean and South Pacific have agreed to be part of the program. The Consortium is housed at Livingstone International University of Tourism Excellence and Business Management (LIUTEBM) in Lusaka, Zambia. A selection of the best essays will be published by LIUTEBM and a scholarship award of \$1,500 will be presented to the author of the best essay.

IIPT/Skål Executive Ambassador Program

The IIPT/Skål Executive Ambassador Program will match developing countries having a need for executive level guidance/support in particular areas such as destination marketing, with experienced and knowledgeable retired Skål executives on a pro bono basis for periods of 1 to 4 months. The program will begin on a pilot project basis with three developing countries with the aim of expanding the program once it has been proven successful.

Peace Tours Morocco

"Peace Tours Morocco" is a tour developed by IIPT Partner Munditineria – Cultural Bridges International and being distributed throughout the world in collaboration with Skål International. A portion of all revenues from the tours are being donated to the International Red Cross, Geneva in support of their programs for victims of armed conflict. Additional Peace tours will be announced during the course of the year.

Other initiatives including an IIPT Inter-faith Tourism Conference are also being planned.

Persons or organizations interested in any of the above initiatives are invited to contact the author at: ljd@iipt.org.

Growing and emerging forms of “peace tourism”

Beginning with the emergence of “Ecotourism” in the late 1980’s, there are an increasing number of tourism market segments which might be categorized within a broad umbrella called “Peace Tourism” in the context of the framework outlined above as IIPT’s concept of “Peace” – i.e. peace within ourselves, peace with others, peace with nature, peace with past generations, peace with future generations, and peace with our Creator.

Peace within Ourselves

For many travelers, finding inner peace is seen as a “spiritual journey” – a spiritual journey that might be a “life journey” – or for some, a trip to a sacred site or spiritual retreat. A recent survey conducted by the Travel Industry Association of America found that 25% of Americans are interested in taking a spiritual vacation.

Peace with Others

Meeting persons of other lands and cultures in a form of “citizen diplomacy” is arguably the most effective means of building mutual understanding and harmony among peoples and nations. One of the largest and fastest growing segments of the travel and tourism industry is cultural tourism that fosters cultural appreciation of people from different lands – their history, traditions, language, customs, and values – and a realization that as much as we can come to appreciate and respect our differences, what is of even greater importance is what we have in common.

Community tourism, agro-tourism, pro-poor tourism, fair trade tourism, geo-tourism (tourism that sustains or enhances the geographical character of a place—its environment, culture, aesthetics, heritage, and the well-being of its residents) and other similar growing segments of the tourism industry are increasingly contributing to ‘peace with others.’

Two more recent tourism phenomena are volunteer tourism and philanthropic tourism. A 2008 study by Tourism and Research Marketing, which surveyed 300 organizations, estimated the market size to be 1.6 million volunteer tourists per year and put the value of the market at around £1.3 billion. The growing number of tourists who take a volunteer vacation for the first time are discovering what Leo Tolstoy and Mahatma Gandhi concluded in the 19th and early 20th Century

The sole meaning of life is to serve humanity
– Leo Tolstoy

Life finds meaning in service to others
– Mahatma Gandhi

Peace with Nature

Ambassador Robert Campeau, Canadian Ambassador for the Environment in the early 1990's spearheaded the UN Biodiversity Convention at the 1992 Rio Summit on Environment and Development. Amb. Campeau believed that "Ecotourism" was the one hope the world had for preserving its remaining biodiversity (peace with nature). Indeed, Costa Rica – an early pioneer in Ecotourism, has been able to preserve the remainder of its rainforest through the development and promotion of ecotourism. In many regions of Africa, tourism is a major motivation and economic engine for the justification of setting aside National Parks and dedicated Wilderness areas. Tanzania for example, has set aside 30% of its land mass as National Parks and Conservation areas – much of it in the famed Serengeti – home to the largest migration of wildlife in the world.

Peace with Past Generations

A large segment of tourists take part in what might be referred to as "Heritage Tourism" i.e. visiting antiquities such as the Pyramids of Egypt, and the "New Seven Wonders of the World," as well as monasteries, castles, palaces, mosques, cathedrals, ancient ruins, etc. Heritage Tourism pays tribute to, and provides the economic engine that preserves, sustains, and sometimes discovers these contributions and legacies of past generations.

UNESCO is currently giving emphasis as well to "Intangible Heritage" – "living expressions and traditions that countless groups and communities worldwide have inherited from their ancestors and transmit to their descendants." This living heritage provides a sense of identity and continuity to humanity in the forms of dance, music, traditional folk songs, festivals, theater, story-telling and oral tradition. In many instances, it is again the interest of "Heritage Tourists" that sustain these living traditions.

Peace with Future Generations

When one considers the core essence of "sustainable development" – a development concept that gained popularity and international acceptance at the UN Conference on Environment and Development, Rio de Janeiro, 1992 – it is "peace with future generations." The Travel and Tourism industry, perhaps more than any other industry, has been a leader in adopting the concept of Sustainability. Socially and environmentally responsible tourism has been a major emphasis of the tourism industry since the Rio Summit. Major hotel chains formed the International Hotel Environment Initiative (IHEI), now the Tourism Partnership. Major tour operators in Europe formed the Tour Operators Initiative for Sustainable Tourism. The World Travel & Tourism Council introduced "Green Globe" and the Pacific Asia Travel Association introduced their GreenLeaf Program. Boeing developed aircraft engines that were 70% more fuel efficient.

More recently, the UN World Tourism Organization has had international conferences on Climate Change and is demonstrating leadership in promoting reduced carbon emissions within the industry. Sir Richard Branson has

pledged US\$ 3 billion dollars (all profits from his travel firms such as Virgin Atlantic Airlines and Virgin Trains) to develop renewable energy technologies through an investment unit called Virgin Fuels. Marriott International has pledged US\$ 2 million in an agreement with the Brazil state of Amazonas to help protect 1.4 million acres of endangered rainforest. It's one of the first partnerships between government and the private sector to reduce greenhouse gas emissions from deforestation. The current challenge is to achieve carbon neutral destinations.

Peace with our Creator

Pilgrimage travel to sacred sites of all faiths is one of the earliest forms of tourism. It has more recently evolved to a new era of Religious or Faith-based tourism that in addition to visiting sacred sites now also includes religion-based cruises, leisure faith-fellowship vacations, rallies, retreats, monastery visits/guest-stays, and faith-based camps. Religious conferences and meetings were attended by more than 15 million persons this past year. Religious tourism has experienced an explosive growth in the past twenty years. The UN World Tourism Organization estimates that more than 300 million tourists visit the world's religious sites each year.

Global Tourism in a Future Ecological Context

As early as 1972, the milestone Club of Rome report "Limits to Growth" warned leaders of the world that "If present growth trends in world population, industrialization, pollution, food production, and resource depletion continue unchanged, the limits to growth on this finite planet will be reached sometime in the next 100 years." (Pestel 1972, 1)

This seemed a very distant prospect in 1972, however a 20 year update of the study in 1992 "Beyond the Limits" concluded that humanity had already overshoot the limits of the earth's supporting capacity. The 2002 "Thirty Year Update" of their report found that "per capita grain production peaked in the mid-80's; prospects for significant growth in marine fish are gone; the costs of natural disasters are increasing; and there is growing intensity, even conflict in the allocation of water resources." As well, they found that "Fifty-four nations with 12% of the world's population, experienced decline in per capita GDP for more than a decade between 1990 and 2001."

Despite progress made in technology and institutional arrangements, the human ecological footprint has continued to increase. The consequences of this accumulating ecological debt include global climate change, collapsing fisheries, depleting forests, species extinction, water shortages, and crop failure. Ecological overshoot as well contributes to resource conflicts, mass migrations, and famine, and has a disproportionate impact on poor regions of the world.

Within this global context, on 13 December 2012, the world travel and tourism industry welcomed its symbolic one billionth international tourist arrival in the Museo del Prado, the Spanish capital's most-visited tourism at-

traction. The one billionth international arrival represented a milestone in the phenomenal growth of travel and tourism from a mere 25 million international arrivals in 1950. A continued growth to 1.8 billion by 2030 is projected. This increase of 800 million international arrivals in 18 years is equivalent to the quantitative growth of tourism in the 55 years from 1950 to 2005.

Viewing these projections from an ecological perspective presents a challenging paradox for the industry. The World Wildlife Fund 2012 Living Planet Report states, "We are using 50 per cent more resources than the Earth can provide, and unless we change course that number will grow very fast – by 2030, even two planets will not be enough." (Jim Leape cited in WWF Report 2012) As population increases and more persons seek higher standards of living, there will be even greater pressures on our ecological systems and natural resources.

A further examination of humanity's ecological footprint suggests that the very areas where the greatest growth in international tourism arrivals are projected, are areas most seriously exceeding their ecological capacity – Europe, particularly Western Europe, most of Asia including China and India, the United States and Mexico, all of North Africa, the Middle East and Gulf Region.

Areas with a surplus of ecological capacity include most of Sub-Saharan Africa, South America and the nations of Russia, Canada, Australia, New Zealand, Indonesia, and Philippines.

Perhaps the most serious and immediate threat to travel is climate change. Carbon pollution has now reached a historic high with concentrations in the atmosphere of 400 parts per million (ppm) from a base line of 280 ppm at the start of industrialization. The last time carbon dioxide levels were that high was 3.2 million years ago. Temperatures were 5 to 10 degrees warmer and sea levels were as much as 82 feet higher than today.

Conclusion

- The twenty-first century began with the brutal terrorist attacks of 9-11. We have witnessed a continuation of violence since in Afghanistan, Iraq, Northern Africa and currently in Syria.
- As this is being written, terrorists have stormed into a crowded mall in Nairobi killing at least 39 people and wounding more than 150 in one of the most daring terrorist attacks in East Africa since Al Qaeda blew up two American embassies in 1998. And in northwestern Pakistan, a pair of suicide bombers killed 75 people outside a church in the deadliest attack yet on the country's Christian minority.
- Clearly, world military expenditures in excess of US\$ \$1.7 trillion a year have not brought peace to our global family. This is greater than the GDP of every nation in the world except eleven; an amount roughly equal to the income of 40% of the world's population who struggle to survive at the bottom of the economic pyramid; nearly \$250 for every man woman and child in the world when: 1 of every 7 survives on \$1 a day or less; another 2 of every 6 on \$2 a day or less; 1 of every 7 – go to bed hungry; 1 of every 4 –

never get a clean glass of water to drink; 2 in 5 lack proper sanitation, and 35,000 children die each day from preventable diseases – many of them from water-borne diseases.

- Less than one half the world's current military budget would be sufficient to end all the primary causes of poverty in the world.
- As early as 1960, Lester B. Pearson, then U.N. General Assembly President and former Prime Minister of Canada stated: "No planet can survive half slave, half free, half engulfed in misery, half careening along the joys of an almost unlimited consumption – neither ecology, or our morality could survive such contrasts"
- Some fifty years later, U.N. Secretary-General Ban Ki-moon, seems to have come to a similar conclusion. In April, 2012 he stated there is an urgent need for "a revolution in our thinking" to address the multiple economic, ecological and social crises facing our world. The old model is broken. We need to create a new one... In this time of global challenge, even crisis, business as usual will not do... Clearly we must unite around a shared vision for the future a vision for equitable human development, a healthy planet, an enduring economic dynamism."
- Ban Ki-moon's statement was in response to UN General Assembly resolution A/65/L.86, introduced by Bhutan calling for a "holistic approach to development" to nurture human happiness and the wellbeing of all life on earth." He has called upon the Kingdom of Bhutan to convene an International Expert Working Group to elaborate a New Paradigm for Development (NDP) inspired by the success of Bhutan's concept of Gross National Happiness (GNH).
- Futuristic thinkers are generally in agreement that adoption of a New Paradigm for Development fueled by renewable energy sources, with an emphasis on human well-being and development and recognition of our interconnectedness with one another and with nature is an urgent necessity.
- The continued long term success of the travel and tourism industry will be determined by the extent to which it can contribute to such a 21st century paradigm and a world at peace.

References

- Humanity's Ecological Footprint. Accessed August 2013. http://footprintnetwork.org/images/debtor_creditor.jpg
- IIPT 2008. Accessed September 2013. <http://www.iipt.org/newsletter/2008/January.html>
- Merchants of Peace 2013, International Chamber of Commerce: The Merchants of Peace. Accessed July 2013. <http://www.iccwbo.org/about-icc/history/>
- Pestel Eduard 1972: The Limits to Growth. Abstract established by Eduard Pestel. A Report to The Club of Rome by Donella H. Meadows, Dennis I. Meadows, Jorgen Randers, William W. Behrens III. Accessed August 2013. <http://www.unav.es/adi/UserFiles/File/80963990/The%20Limits%20to%20Growth%20Informe%20Meadows.pdf>
- UNWTO Manila Declaration 1985. Accessed July 2013. <http://www.univeur.org/cuebc/downloads/PDF%20carte/65%20Manila.PDF>
- WWF Report, 2012. Accessed August 2013. http://www.wwf.org.au/our_work/people_and_the_environment/human_footprint/living_planet_report_2012/