



THE DEPUTY SECRETARY-GENERAL

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16 September 2008

Dear Mr. D'Amore,

Thank you very much for your letter of 17 July 2008, inviting me to participate as the featured Keynote Speaker at the "1st International Institute for Peace through Tourism (IIPT) European Conference", to be held from 21 to 24 October in Leeuwarden.

While I am honoured by this invitation and would have very much liked to attend, it is with deep regret that I must decline due to prior commitments which prevent me from traveling to the Netherlands on the proposed dates.

I appreciate your understanding and send my best wishes for a successful conference.

Yours sincerely,

Asha-Rose Migiro

Mr. Louis D'Amore
Founder and President
International Institute for Peace
through Tourism
Vermont

28-09653

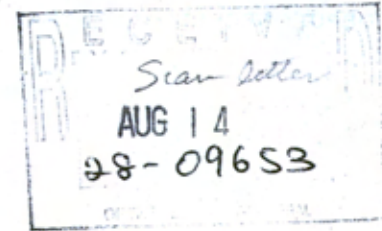
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Isabel Caceres 18/08/08

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17 July 2008

Dr. Asha-Rose Migiro
UN Deputy Secretary General
United Nations
1st Avenue at 46th Street
New York, NY 10017



Subject: 1st I IPT European Conference:
Bridging the North – South Divide through Sustainable Tourism Development.

Dear Dr. Migiro:

The International Institute for Peace through Tourism (I IPT) is most honored to invite your participation as the featured Keynote Speaker at the 1st I IPT European Conference being hosted by Stenden University and organized in partnership with the UN World Tourism Organization (UN WTO), and the United Nations Environment Program (UNEP). Theme of the Conference is:

Bridging the North – South Divide through Sustainable Tourism Development.

Your current position as UN Deputy Secretary General, and as well your experience in spearheading the pursuit of peace, security and development in the Great Lakes Region as Tanzania's Minister of Foreign Affairs and International Cooperation, provide a most unique perspective with which to frame the deliberations on our conference theme.

The Conference, which is to be held in Leeuwarden, Netherlands, 21-24 October 2008 is in support of the UN Decade of Peace and Non-Violence for the Children of the World and the UN Millennium Development Goals.

Conference Aim

Build on, expand, and leverage current North – South, and South – South initiatives towards sustainable tourism development, poverty reduction, and societal betterment.

Conference Goals

1. Provide a Forum for governments, private enterprise, donor agencies, foundations and NGO's to debate and reach consensus on more effective models of achieving North – South and South – South collaboration towards sustainable tourism development, poverty reduction, and societal betterment.
2. Identify Models of Best Practice in North – South and South – South collaboration in achieving Sustainable Tourism Development
3. Facilitate effective knowledge transfer on Models of Best Practice and state of the art contribution of technology to Sustainable Tourism Development, Community Empowerment, and Destination Marketing.
4. Enhance the role of the Media, and the role of Culture and Sport in nurturing North – South and South-South dialogue, relationships and collaboration.

5. Engage Educators and future leaders of the industry in the debate, and in conducting innovative research that will contribute to enhanced North – South and South – South collaboration towards sustainable tourism development.
6. Identify potential synergies with other industries for sustainable wealth creation, poverty reduction, and societal betterment in Least Developed Countries (LDC's) and Small Island Developing States (SIDS).

We would respectfully request that you share your ideas, ideals, and vision as to how travel and tourism can build on, expand and leverage current North – South and South – South initiatives in achieving sustainable development, wealth creation, poverty reduction and societal betterment in developing countries.

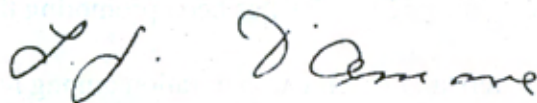
The Conference will bring together Ministers of Tourism and senior executives from both the public and private sectors of tourism, European Union, U.N. Agencies, foundations, donor agencies, and NGOs, as well as educators, policy analysts, leading practitioners, entrepreneurs, future leaders of the industry, and senior representatives of related sectors including environment, culture, sport, and sustainable economic development.

In addition to plenary sessions with keynote speakers, the Conference program will include a "Media Exchange" as well as concurrent sessions and workshops with presentations of "Success Stories" and "Models of Best Practice." Pre-Conference events will include both a full day Educators Forum, and full day Student Forum.

The 1st IIPT European Conference builds on the foundations of three Global Conferences: Vancouver, Canada 1988; Montreal, Canada 1994; Glasgow, Scotland, 1999; three Global Summits in Amman, Jordan 2000, Geneva, Switzerland 2003; and Pattaya, Thailand 2005; four African Conferences: Mpumalanga Province, South Africa 2001; Dar es Salaam, Tanzania 2003; Lusaka, Zambia 2005; and Kampala, Uganda 2007; and other conferences and symposia in Italy, Turkey, Greece, Australia, the Caribbean, Pakistan, Israel, United States and United Kingdom.

I look forward to your important participation with us as we continue in our efforts to "Build a Culture of Peace and Sustainability through Tourism." With best personal regards –

Sincerely,



Louis D'Amore
Founder and President

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IIPT was born in 1986, the UN International Year of Peace, 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."



One Earth One Family

The Institute was born at a time of growing tensions between East and West and the rhetoric of an "Evil Empire;" a time when the gap between have and have not regions of the world was growing; the environment continuing to be degraded; and international terrorism was peaking. It set out to be a travel and tourism industry response to these global issues and to shape the critical role that the world's largest industry could play in each of these areas – indeed, as the world's largest industry, had a responsibility to play in these areas, if only in its own enlightened self interest.

Recognizing that travel and tourism would soon become the world's largest industry, the International Institute for Peace through Tourism (IIPT) was born with the belief that the industry should serve a "Higher Purpose" – that purpose being its broader contribution to society as a whole.

IIPT Mission

Dedicated to making Travel and Tourism the *world's first global peace industry* – promoting the belief that *every traveler is potentially an Ambassador for Peace*.

OVERVIEW OF SELECTED IIPT ACHIEVEMENTS

IIPT Conferences and Symposia

Since it's founding in 1986, IIPT has used its convening power to bring together Heads of State, World Leaders, and leaders from all sectors of the travel and tourism industry as well as leaders from the areas of culture, sport, environment and socio-economic development in promoting a "Higher Purpose" of Tourism – and an awareness of the immense potential of the world's largest industry for building a "Culture of Peace through Tourism."



IIPT's First Global Conference: Tourism – A Vital Force for Peace, Vancouver 1988, was the launch of the 'Peace and Sustainability through Tourism Movement.' With that Conference, and since - IIPT has been promoting the key role of tourism in:

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

Subsequent Global Conferences in Montreal (1994), Glasgow (1999) provided the foundations for three Global Summits on Peace through Tourism: Amman, Jordan, (2000); Geneva, Switzerland (2003); and Pattaya, Thailand (2005); and four African Conferences Nelspruit, South Africa (2001); Dar es Salaam, Tanzania (2003; Lusaka, Zambia (2005); and Kampala, Uganda (2007). Smaller conferences and symposia

have been held in Turkey, Greece, Italy, Israel, and Jordan; and IIPT Chapter conferences have been held in Australia, the Caribbean, and Pakistan.



Announcement of 2nd Global Summit
Center Stage World Travel Market



Announcement of 3rd Global Summit
Center Stage World Travel Market

More than 5,000 persons from some 120 countries have come together over the past 20 years to share their experiences, ideas, insights, wisdom and commitment to IIPT's vision of making travel and tourism the world's first "Global Peace Industry." Thousands more have been influenced by media coverage of the Conferences. Nearly 1,000 case studies of "Success Stories" and models of "Best Practice" have been presented demonstrating the "Higher Purpose" of Tourism and the social, economic, cultural, environmental, and political dimensions of tourism.

Persons associated with IIPT Conferences and Summits have included Pope John Paul II (by video tape message); President Ronald Reagan (by video tape message); HM Queen Noor, Jordan, HM King Abdullah II, Jordan; Queen Rania, Jordan; HSH Prince Albert, Monaco; UN Secretary General Kofi Annan; HE Vigdis Finnbogadóttir, President of Iceland;



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, Republic of Uganda; Hon. Jennifer Smith, Premier of Bermuda; Hon. Dr. Ewart F. Brown, Premier of Bermuda; Hon. Jim Bacon, Premier of Tanzania; H.E. Suwat Liptapanlop, Deputy Prime Minister of Thailand; Mary Robinson, UN High Commissioner for Human Rights; Rubens Ricupero, Secretary General, UNCTAD;



Deputy UN Secretary General for Least Developed Countries, Anwarul Chowdhury; Dr. Kim Hak Su, Executive Secretary, UN Social and Economic Commission for Asia; and other senior executives of UN Agencies; Jean Louis Sarbib, Vice President, World Bank, and other senior executives of the World Bank; Sir Roger Moore, UNICEF Goodwill Ambassador; Nobel Peace Laureates: Nelson Mandela, Shimon Peres, Wangari Maathai, John Hume, and David Trimble;



Harvey Golub, Chairman, American Express and Chairman, World Travel and Tourism Council; J.W. Marriott, Jr, Chairman and CEO, Marriott International Inc. and more than 40 other CEO's of major travel and tourism companies; Francesco Frangialli, Secretary General, UN World Tourism Organization, Geoffrey Lipman and Jean-Claude Baumgarten, Presidents of World Travel and Tourism Council, more than 50 Ministers of Tourism, and numerous other executives of the travel and tourism industry, NGO's, government agencies and civil society.

Conference Declarations

- Columbia Charter – First Global Conference, Vancouver 1988
(Calling for tourism which “promotes mutual understanding, trust and goodwill, reduces economic inequities, improves the quality of life, protects and preserves the environment, both built and natural, and contributes to the world conservation strategy of sustainable development.”)
- Amman Declaration – First Global Summit, Amman 2000
(Officially adopted as a UN Document stating in part: “That the global reach of the tourism industry be utilized in promoting dialogues on peace; bridging the have and have-not societies of the world, and healing the wounds of conflict.”)
- Thessaloniki Declaration – Thessaloniki Conference 2001
- 21st Century African Agenda for Peace and Poverty Reduction through Tourism - 1st IPT African Conference, Nelspruit, Mpumalanga Province, South Africa 2002
- Tanzania Action Plan - 2nd IPT African Conference, Dar es Salaam, Tanzania 2003
- Lusaka Declaration – 3rd IPT African Conference, Lusaka, Zambia 2005

Selected Outcomes from Conferences and Summits

- Broad international awareness to the potential of travel and tourism to contribute to broader societal and global objectives including the social, cultural, environmental, economic, and political spheres of society and to realization of a peaceful, just, and sustainable world.
- Introduced the concept of Sustainable Tourism at First Global Conference in Vancouver, 1988 – four years prior to the Rio Summit 1992.
- Theme of 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.



Panel Debate on Healing the Wounds of Conflict through Tourism, Culture & Sport



Panel Debate, “Strategic Tourism Industry Response to International Terrorism”

- Pattaya, Thailand declared a “City of Peace” as legacy of IPT 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.”
- World leaders acknowledged as “Men of Peace.”



Peter de Jong, PATA & Hon. Kabinga J. Pande ATA sign MOU



Nelson Mandela
Nobel Peace L.



Al-Hussein bin Talal
King of Jordan



Dag Hammarskjöld
Un Secretary General

- Uganda to be 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. "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."
- Uganda, South Africa, and other African Countries to launch Africa Diaspora Heritage sites/trails as outcome of 4th IIPT African Conference.

- Proclamations of "National Peace through Tourism Week" in connection with last two African Conferences – Lusaka, Zambia and Kampala, Uganda.
- Encouragement of Inter-faith dialogue.
- Launch of Uganda Martyr's Trail



Martyr's Trail Basilica
Namugongo - Uganda



Stamp of Pope John Paul II
in honor of his visit to Uganda



Stained glass windows at
Martyr's trail Basilica

- Strategic alliance with the world's three largest youth travel organizations: International Youth Hostels Federation, Federation of Youth Travel Organizations, International Student Travel Confederation to promote the role of Youth Travel in "Building a Culture of Peace."
- International Youth Hostel flagship program "Hostelling for Peace and International Understanding in partnership with IIPT."
- Youth Hostels announced in Southern African
- Publication: Tourism: A Vital Force for Peace 1988
- Launch of Graduate Level Peace through Tourism Program at WICE (World Leisure Center of Excellence) Wageningen University in partnership with IIPT; and University of Sydney.
- "Peace through Tourism" incorporated in educational programs of colleges and universities and increasingly a topic of scholarly research by professors and students.
- Educator Forums and Student/Youth Leadership Forums at IIPT Conferences and Summits



IIPT Student/Youth Leadership Forum – 4th African Conference

- Partnering of Makerere University, Uganda with leading universities in Australia.
- Scholarships awarded students in each region of the world writing the best paper on "Building a Culture of Peace through Tourism."

- First scholarship to Inter-disciplinary team of students writing the best inter-disciplinary paper on Tourism contribution to the UN Millennium Development Goals.



Prof. Stephen Banda, Hotel Tourism Training Inst.
Zambia receives Scholarship Award
on behalf of students



Ms. Xiangru (Clara) Tang
University of Hawaii
School of Travel Industry Management

- Awards to individuals and organizations in recognition of outstanding achievements that contribute to international understanding, cooperation and peace.



Fiona Jeffrey, Founder and Board
Chairman, 'Just a Drop'
receives the 'Just a Drop'
IIPT Achievement Award



Dr. Kenneth Kaunda, Zambia's First
President, receives Universal Peace
Award from Taj Hamad, President,
WANGO, and Dr. Noel Brown



Mr. U.S. Chung, President and CEO,
Korea Tourism Assoc'n. on behalf
of Mr. Chung Ju Young Founder,
Hyundai Business Group

- Presentation of the first IIPT Life Time Achievement Award.
- Announcement of Sister Cities
- Fostering of an Asia – Africa Bridge of Tourism, Friendship and Collaboration.
- First Africa Media Exchange with participating journalists, editors and publishers from Africa, Europe and North America committed to enhancing the international image of Africa. Media Exchange with goal of enhancing the international image of Africa.



Swedish Ambassador places wreath
Hammarhjold Memorial Site, Ndola



Members of Round Table in plenary session debating
21st Century Vision for African Tourism

Organizational Outcomes

IIPT Conferences and Summits have resulted in:

- **IIPT Coalition of Partners for World Peace through Tourism** with more than forty major international organizations each committed to a "Millennium Project" that contributes to the vision of "Tourism as a Global Peace Industry" and the aim of "Building a Culture of Peace through Tourism" in support of the U.N. Decade of Peace and Non-Violence for the Children of the World and the UN Millennium Development Goals

- **IIPT International Networks**

- Educators Network
 - Community Tourism Network
 - Cultural & Heritage Tourism Network
 - Spirituality in Tourism Network
 - Young Professionals Network
 - Youth Network

- **IIPT Chapters**

Several IIPT chapters have been formed each with their own activities contributing to IIPT's vision of travel and tourism becoming the world's first global peace industry. These include chapters in the Caribbean, Australia, Indian Ocean, Pakistan, U.S. West Coast, U.S. North East, Italy, Nigeria, and other chapters in the process of being formed.

Other Achievements/Initiatives

Global Peace Parks Program



More than 450 Peace Parks have been dedicated to Peace in cities and towns throughout the world beginning in 1992 with IIPT's "Peace Parks Across Canada" project commemorating Canada's 125th anniversary as a nation. Peace parks have also been dedicated in the United States, Jordan, Scotland, Italy, Greece, Turkey, South Africa, Tanzania, Zambia, Uganda, the Philippines, Thailand, and Jamaica.

Noteworthy are Peace Parks at Bethany Beyond the Jordan, site of Christ's baptism where the Global Peace Parks Project was launched on the 11th hour, of the 11th day, of the 11th month, 2000 – the first year of a new Millennium as a legacy of the First Global Summit on Peace through Tourism in Amman, Jordan; Pearl Harbor, Hawaii; (U.N. Secretary General) Dag Hammarskjold Memorial Site, Ndola,

Zambia, where an IIPT International Peace Park was dedicated on the occasion of the 40th anniversary of the crash of Dag Hammarskjold's flight with 11 colleagues while on a peace mission in the Congo; 800 acre IIPT International Peace Park in partnership with the International Cultural Center (Tanzania) in Bagamoyo, Tanzania, a World Heritage Site; Uganda Martyr's Trail, a World Heritage Site, and Victoria Falls, Zambia – one of the 7 natural wonders of the world.



Dedication of IIPT Peace Park at Victoria Falls, Zambia

Codes of Ethics and Guidelines for Sustainable Tourism

Following the Earth Summit in Rio in 1992, IIPT developed the First Code of Ethics and Guidelines for Sustainable Tourism (1993). These were developed for the Canadian tourism industry and served as a model for development of guidelines in other nations of the world. Also developed guidelines for the GreenLeaf Program of the Pacific Asia Travel Association.

PATA GreenLeaf Program

Developed guidelines for the Pacific Asia Travel Association (PATA) GreenLeaf Program.

First International Study of Tourism and Sustainable Development

Conducted the first international study to identify Codes of Conduct and Models of Best Practice regarding Tourism, Environment and Sustainable Development.

IIPT Credo of the Peaceful Traveler

The IIPT Credo of the Peaceful Traveler, resulting from the IIPT First Global Conference in Vancouver 1988, has been broadly distributed throughout the world and serves as a philosophy and ethic for travelers wishing to be "Ambassadors for Peace"

IIPT Credo of the Peaceful Traveler

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 hosts 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

IIPT COALITION OF PARTNERS FOR WORLD PEACE THROUGH TOURISM

The "IIPT Coalition of Partners for World Peace through Tourism" was launched at the Global Summit on Peace through Tourism, Amman, Jordan. Each partner is committed to a "Millennium Project" that contributes to the vision of "Tourism as a Global Peace Industry" and the aim of "Building a Culture of Peace through Tourism" in support of the U.N. Decade of Peace and Non-Violence for the Children of the World. The following organizations are partners:

Africa Travel Association
Airline Ambassadors International
American Hospitality Academy
American Society of Travel Agents
American Tourism Society
Ambassadors for Children
Atlantic Association of Travel & Tourism Agencies

Caribbean Tourism Organization
Connected International Meeting Professionals Association
CS5
CSM Communications
Educational Travel Community
Elderhostel
European Travel Commission
Global Sports Partners
Global Volunteers "Adventures in Service" Worldwide

Hellenic Association of Travel & Tourism Agencies
Hospitality Ireland
Hostelling International-USA
Indian Tour Operators Association
International Association of Amusement Parks and Attractions
International Association of Convention & Visitor Bureaus
International Council of Tourism Partners
International Federation of Women Travel Organizations

King's Travel Service
Middle East - Mediterranean Travel & Tourism Association
Nepal Tourism Industry Association
Numidia Itinera
PATA Maldives Chapter
Reed Travel Exhibitions

Sacred Himalaya Travel
San Francisco Visitor & Convention Bureau
SKAL International
Society for Accessible Travel and Hospitality
Society of American Travel Writers
Society of Incentive Travel Executives
Student and Youth Travel Association of North America
Sustainable Communities Foundation through Tourism

United Federation of Travel Agents' Associations
World Airlines Clubs Association