

WELCOME ADDRESS OF LOUIS D'AMORE FOUNDER AND PRESIDENT

INTERNATIONAL INSTITUTE FOR PEACE THROUGH TOURISM

HABARI YA ASUBUHI - GOOD MORNING

KARIBU - WELCOME - TO THE 2ND IIPT AFRICAN CONFERENCE
ON PEACE THROUGH TOURISM.

MAY I BEGIN - ON BEHALF OF THE INTERNATIONAL INSTITUTE FOR
PEACE THROUGH TOURISM, AFRICA TRAVEL ASSOCIATION,
CORPORATE COUNCIL ON AFRICA -AND ALL DIGNITARIES AND
DELEGATES PRESENT

TO EXTEND OUR BEST WISHES FOR A SPEEDY RECOVERY AND RETURN HOME
TO THE PRESIDENT OF THE UNITED REPUBLIC OF TANZANIA, HIS
EXCELLENCY BENJAMIN W. MKAPA.

THE INTERNATIONAL INSTITUTE IS MOST PROUD TO AGAIN HAVE THE
PARTNERSHIP OF THE AFRICA TRAVEL ASSOCIATION IN THE ORGANIZATION
OF THIS CONFERENCE - AND FOR THE FIRST TIME, TO HAVE AS WELL THE
CORPORATE COUNCIL ON AFRICA AS A PARTNER.

THE AFRICA TRAVEL ASSOCIATION - FOR MORE THAN 25 YEARS - HAS
BEEN PROMOTING TRAVEL TO AFRICA.

THE CORPORATE COUNCIL ON AFRICA HAS RECENTLY ACKNOWLEDGED
TRAVEL AND TOURISM AS A KEY SECTOR OF THE AFRICAN ECONOMY.
ITS MEMBERS ACCOUNT FOR 85% OF ALL U.S. INVESTMENT IN AFRICA.

AND WE ARE HONORED TO BE HERE IN TANZANIA, A LAND OF PEACE

WHERE THE VERY NAME DAR ES SALAAM - MEANS PEACEFUL HAVEN.

HOME TO SIX WORLD HERITAGE SITES AND FIVE MORE PROPOSED
WORLD HERITAGE SITES INCLUDING BAGAMOYO WHICH WE WILL
VISIT ON TUESDAY.

LAND OF THE SERENGETI - MOUNT KILIMANJARO NGORONGORO - THE

GREAT LAKES - AND THE SPICE ISLANDS OF ZANZIBAR

HOME TO 20% OF AFRICA'S LARGE MAMMALS - AND WHERE 38% OF THE LAND IS PROTECTED IN NATIONAL PARKS - GAME RESERVES - AND WILDLIFE MANAGEMENT AREAS.

A LAND WHERE WILDLIFE PROTECTION IS INCREASINGLY BENEFITTING LOCAL COMMUNITIES - SOCIALLY, CULTURALLY AND ECONOMICALLY.

A LAND WHERE GOD'S CREATURES ARE REMINDERS OF THE MIRACLE AND CYCLE OF LIFE - IN ALL ITS INTRICATE AND INTERTWINED ECOLOGICAL ORDER.

AND A LAND OF RICH ETHNIC - CULTURAL - AND HISTORIC DIVERSITY - WHERE KARIBU - WELCOME IS THE FIRST WORD SPOKEN WITH EACH FRIENDLY ENCOUNTER WITH TANZANIA'S GENUINELY FRIENDLY AND HOSPITABLE PEOPLE.

A LAND THAT IS THE CRADLE OF CIVILIZATION

I WOULD LIKE TO EXPRESS OUR SINCERE APPRECIATION AND THANKS TO OUR HOST - MINISTER MEGHJI - THE MINISTRY OF NATURAL RESOURCES AND TOURISM - AND THE UNITED REPUBLIC OF TANZANIA FOR THEIR GRACIOUS HOSPITALITY AND VALUABLE COLLABORATION IN THE ORGANIZATION OF THIS CONFERENCE.

ASANTE SANA

MAY I ALSO EXPRESS OUR SINCERE APPRECIATION AND GRATITUDE TO OUR SPONSORS - WHO HAVE MADE THIS 2ND IIPT AFRICAN CONFERENCE POSSIBLE:

- THE DEVELOPMENT BANK OF SOUTHERN AFRICA
- RCI
- TANZANIA NATIONAL PARKS
- NGORONONGORO CONSERVATION AREA AUTHORITY - REED TRAVEL EXHIBITIONS
- AMERICAN EXPRESS
- NORTHSTAR MEDIA
- ETURBO NEWS AND

- THE U.S. EMBASSY

THIS 2ND IIPT AFRICAN CONFERENCE BUILDS ON THE FOUNDATIONS OF TWO GLOBAL SUMMITS ON PEACE THROUGH TOURISM - AMMAN, JORDAN - NOVEMBER 2000 - AND GENEVA, SWITZERLAND THIS PAST FEBRUARY - AND THE FIRST IIPT AFRICAN CONFERENCE ON PEACE THROUGH TOURISM HELD IN NELSPRUIT, MPUMALANGA PROVINCE, SOUTH AFRICA, MARCH 2002.

IT COMES AT A TIME WHEN A NEW VISION FOR AFRICA IS EMERGING - A VISION OF PEACE - NON-VIOLENCE - AND SUSTAINABLE HUMAN - SOCIAL CULTURAL AND ECONOMIC DEVELOPMENT.

TOURISM - AS THE WORLD'S LARGEST INDUSTRY - HAS A CENTRAL ROLE TO PLAY IN THE REALIZATION OF THIS VISION. OUR CONFERENCE THIS WEEK IS DESIGNED TO PROVIDE VALUABLE INSIGHTS INTO THIS ROLE - AND AN ACTION AGENDA TO BEGIN ITS IMPLEMENTATION.

THE FIRST IIPT AFRICAN CONFERENCE IN NELSPRUIT, MPUMALANGA PROVINCE BEGAN WITH A QUESTION POSED BY THE TITLE OF A WORLD BANK SUPPORTED REPORT: CAN AFRICA CLAIM THE 21st CENTURY?

THE ANSWER BY DELEGATES TO THE CONFERENCE WAS A RESOUNDING "YES" - AND THAT TOURISM CAN LEAD THE WAY IN STAKING THAT CLAIM.

THE SAME WORLD BANK REPORT SUGGESTS THAT IF AFRICA IS TO CLAIM THE 21ST CENTURY - PROGRESS IS REQUIRED ON FIVE CRUCIAL FRONTS:

1. IMPROVING GOVERNANCE AND RESOLVING CONFLICT
2. INVESTING IN PEOPLE
3. INCREASING COMPETITIVENESS AND DIVERSIFYING ECONOMIES
4. REDUCING DEPENDENCE ON FOREIGN AID
5. STRENGTHENING PARTNERSHIPS

THE TRAVEL AND TOURISM INDUSTRY - WHEN WELL MANAGED - CAN MAKE SIGNIFICANT CONTRIBUTIONS TO EACH OF THESE FIVE FRONTS AS WELL AS AREAS OF

- HUMAN, SOCIAL AND CULTURAL DEVELOPMENT - ENVIRONMENTAL PROTECTION

- PRESERVATION OF BIODIVERSITY; POVERTY REDUCTION; AND
- PEACE BUILDING AS

"AFRICA'S PREMIER GROWTH INDUSTRY."

YOU HAVE IN YOUR BRIEFCASES THE BEGINNING FRAMEWORK OF 21ST CENTURY AFRICAN AGENDA FOR PEACE THROUGH TOURISM - BASED ON THE EXCELLENT CONTENT OF PRESENTATIONS AND DELIBERATIONS OF DELEGATES TO THE 1ST IIPT AFRICAN CONFERENCE IN NELSPRUIT.

THE CHALLENGE BEFORE US IN ***THIS*** CONFERENCE - IS TO CONTINUE BUILDING ON THIS FRAMEWORK - AND TO TAKE IT ONE STEP FURTHER - TO THE NEXT LEVEL - WITH SPECIFIC ACTIONS IN A COLLABORATIVE ACTION AGENDA AND STRATEGY ON OUR JOURNEY TOWARDS REALIZING THE THEME OF THIS CONFERENCE:

"COMMUNITY TOURISM - GATEWAY TO POVERTY REDUCTION"

EACH OF US HERE AT THIS CONFERENCE - IS A GIFT TO EVERY OTHER PERSON AT THE CONFERENCE. I ASK YOU TO BE GENEROUS IN SHARING THE GIFT THAT IS UNIQUELY YOU. YOUR EXPERIENCE - KNOWLEDGE - IDEAS - AND INSIGHTS THAT WE MIGHT BEGIN THIS JOURNEY TOGETHER WITH THE BENEFIT OF OUR COLLECTIVE WISDOM.

ASANTE SANA - THANK YOU FOR YOUR ATTENTION. I WISH EACH OF YOU A REWARDING - INSPIRING - AND MOTIVATIONAL EXPERIENCE AS YOU PARTICIPATE IN THE CONFERENCE IN THE DAYS AHEAD.

GOD BLESSES YOU ALL.