TANZANIA ACTION PLAN

A 21ST CENTURY AFRICAN AGENDA FOR PEACE
AND POVERTY REDUCTION THROUGH TOURISM

We the more than 350 delegates from 25 nations, participants in the 2nd IIPT African Conference on Peace through Tourism, assembled at the Golden Tulip Hotel in Dar es Salaam, Tanzania, December 7-12, 2003 on the Conference theme:
Community Tourism – Gateway to Poverty Reduction

recognizing that travel and tourism is the world's largest industry with global revenues approaching US 4.0 trillion dollars; accounting for approximately 10% of World GNP, and investments, one in every 12 jobs, and 8% in world trade in goods and services;

that growth in travel to Africa in the past decade has exceeded the world average growth rate in tourism; and that the World Tourism Organization (WTO) has forecasted continuing growth in the tourism sector to the year 2020;

that the World Travel and Tourism Council (WTTC) has forecasted tourism will be a significant driver of the African economy accounting for 11% of GDP

that for many Least Developed Countries (LDC's), tourism is the major, or one of the major contributors to GNP, investment, employment and foreign exchange; and

that tourism is a global vehicle for promoting understanding, trust and goodwill among peoples of the world;

Confirm that global tourism can be a vital force for peace, poverty reduction and the realization of the Millennium Goals of the United Nations, and therefore commit to the following

ACTION AGENDA:

Global Awareness
- The International Institute for Peace through Tourism recommend to the United Nations, in collaboration with the World Tourism Organization, World Travel & Tourism Council, Africa Travel Association, other regional bodies such as the Pacific Asia Travel Association, European Travel Commission and Caribbean Travel Organization; and other international tourism associations, the establishment of a "U.N. International Year of Peace through Tourism."

- To culminate this year with a Global Conference on Peace through Tourism, commemorating the national and international achievements and to develop future agendas to foster a "Culture of Peace through Tourism."

- Develop and nurture media relationships at the local, national and international level for the on-going dissemination of positive news regarding developments in "Building a

Culture of Peace," community tourism successes, and accomplishments in poverty reduction.

- IIPT and ATA to develop a data base of "success stories" and models of "best practice" on community tourism, with collaboration of each nation of Africa, for use with the media and access by all African communities interested in developing community tourism.

- In partnership with the International Cultural Center of Tanzania, dedicate an 800 acre IIPT International Peace Park in Bagamoyo, proposed World Heritage Site, as part of IIPT's Global Peace Parks Project.

Sustainable Tourism Development
- Encourage all nations of Africa to develop sustainable tourism strategies, policies and master plans and that these plans extend to the community level through community participation in their development. That these plans are integrated with appropriate priorities within each nation's overall plan for sustainable development and poverty reduction to ensure appropriate funding and support of donor agencies.

- Encourage regional collaboration in natural resource and environmental planning consistent with regional ecological systems; the development of transnational Peace Parks; and collaboration in regional marketing.

- Encourage the integration of tourism planning into the overall priorities for development on the African Continent within programs such as NEPAD and U.N. Agencies.

Tourism Contribution to Community Empowerment, Development and Poverty Reduction
- Collaborate with the 758 Rotary Clubs of Africa as partners in creating a "Culture of Peace" in Africa and throughout the World – and to "Lend a Hand" in the human, educational, social, cultural, and economic development of African communities.

- Encourage collaboration among governments, NGO's, educational institutions and donor agencies to provide capacity building at the community level.

- Identify and implement methods of effective and efficient microfinancing and appropriate incentives to stimulate microenterprise development at the community level.

- Ensure that communities are linked to, and supported by national marketing plans.

Information Technology and Communication
Maximize the use of information and communication technology as a collaborative tool for sharing knowledge, experience and information on sustainable tourism development, poverty reduction and peace to include:
- Open source online library for education and training similar to "MIT Open Course Ware)
- Community based news portal on Africa.
- Multimedia case studies on "Success Stories" and models of "Best Practice" in Community Tourism
- Web-based Africa-wide routes and trails to include the "Freedom Trail," Nilotic Route, Africa Diaspora Heritage Trail, and ancient sea-faring routes.

- Web-based database on Africa's crafts, textiles etc to promote tourism to areas highlighted and to educate travelers and buyers on the origins of African arts and crafts.

Healing the Wounds of Conflict
- IIPT in partnership with the Mwalimu Nyerere Foundation to bring together Ministers from Sub-Saharan African nations that have experienced conflict for a "Symposium on Healing the Wounds of Conflict through Tourism."

- Recognition of the importance of play and sports in promoting values of tolerance, and empathy in the development of children and youth and encourage support from government, private sector, NGO's and donor agencies in providing enabling environments, facilities and infrastructure.

Education
- Develop an African Educators Network as part of the IIPT Global Educators Network, to share knowledge, experience and ideas for future curricula development and educational initiatives that contribute to the role of tourism sustainable development, reducing poverty and building a Culture of Peace.

Youth Agenda
- Establish an African Youth Leadership network as part of the IIPT Global Youth Network with the intent of forming partnerships and exchanges to continue the efforts begun in Tanzania.

Community Tourism Network
- To link NGO's and socially, culturally, and environmentally responsible tourism enterprises working with communities through IIPT's Global Community Tourism Network and

Tourism Philanthropy and Volunteerism
"Life finds meaning in service to others"
                    Gandhi

- To encourage community based tourism enterprises from developed countries to establish foundations to receive tax deductable contributions for use in assisting communities of Least Developed Countries to achieve human, social, educational and economic development.

- To facilitate opportunities for persons wishing to volunteer on various humanitarian projects in areas such as education, health, social services, housing and culture, as well as the environment.

and *acknowledge* with sincere appreciation the generous collaboration and support of the Ministry of Natural Resources and Tourism, United Republic of Tanzania as hosts of the Conference and the hospitality of the government and people of the United Republic of Tanzania, a land of peace, love and freedom;

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 partners the Africa Travel Association and Corporate Council on Africa;

thank our sponsors, the Ministry of Natural Resources and Tourism, Development Bank of Southern Africa (DBSA), RCI, Reed Travel Exhibitions, Tanzania National Parks (TANAPA), American Express, Ngorongoro Conservation Authority, Northstar Media, eTurbo News, and the U.S. Embassy and other sponsors and contributors, for generous contributions that made this Conference possible and advancing the cause of Peace through Tourism;

and *welcome* the United Nations declaration of this first decade of the 21 st Century as the International Decade for a Culture of Peace and Non-Violence for the Children of the World (2001-2010) which this conference has been organized to support.

Adopted at Dar es Salaam, Tanzania, 12 December, 2003

May Peace prevail on Earth