

About the International Institute for Peace through Tourism (IIPT)

The International Institute for Peace through Tourism (IIPT) was founded by Mr. Louis D'Amore in 1986, the UN International Year of Peace. The IIPT was established with a view towards a travel and tourism industry response to the peaking of terrorism in 1985/'86 (much of it aimed at the travel industry); the growing tensions of East and West (in the early '80's); a deteriorating environment; and the growing gap of have and have not regions of the world.

Since its founding in 1986, IIPT has brought together global leaders from all sectors of the travel and tourism industry, as well as the areas of culture, environment and development.

Three Global Conferences, Vancouver (1988), Montreal (1994), Glasgow (1999); and a series of smaller conferences, round tables, and seminars, provided the foundations for the First Global Summit on Peace through Tourism held in Amman, Jordan, November 2000. H.M. King Abdullah II was Royal Patron and American Express the Title Sponsor of the Summit which honored the legacy of King Hussein as a Peace Maker and served as a demonstration of support for a continuation of the peace process in the Middle East and other regions of the world.

Summit Outcomes included the Amman Declaration ratified by participants from some 60 countries including 23 CEO's of major travel companies (members of the World Travel and Tourism Council), 16 Ministers of Tourism, and Heads of major international travel and tourism associations. The Amman Declaration has since been incorporated as an official U.N. document.

Other outcomes included the formation of a Coalition of Partners for World Peace through Tourism with more than 20 founding partners – each committed to a Millennium Project that contributes to the vision of "Tourism as a Global Peace Industry"; three international networks (Educators, Rural and Community-Based Tourism, Spirituality,); and the launch of a Global Peace Parks Project from Bethany Beyond the Jordan, site of Christ's baptism, on the 11th hour, of the 11th day, of the 11th month, of the first year of the new Millennium.

IIPT's early achievements also included drafting of the world's first Codes of Ethics and Guidelines for Sustainable Tourism (1992); conducted the world's first international study on Codes of Conduct and best practices in Sustainable Tourism for the United Nations Environment Program (UNEP), 1993; drafting sustainable tourism guidelines for some 20 industry sectors for the Pacific Asia Travel Association (PATA) "Green Leaf Program" (1993) and a "Peace Parks Across Canada" project commemorating Canada's 125th anniversary as a nation. 350 cities and towns across Canada dedicated a park to peace – each with a bosco sacro, a peace grove, of 12 trees as a symbolic link with one another and a symbol of hope for the future (1992).

With the events of 11 September 2001, there was a growing recognition of the importance for the ideas and ideals of "Peace through Tourism-" Accordingly, World Travel Market, London 2001 revised its theme to "Peace through Tourism" honoring IIPT during the Opening Ceremonies.