

**DRIVING PEACEFUL CO-EXISTENCE
THROUGH TOURISM
WEBINAR**

HOSTED BY: IIPT SOUTHERN AFRICA CHAPTER

02 DECEMBER 2021 | 16:00 - 18:00 CAT

REGISTRATION LINK: www.TourismWebinar.com/sa



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IIPT Southern Africa
International Institute For Peace Through Tourism



MESSAGE FROM THE PRESIDENT

As we wrap up 2021 which has been one of the challenging years, we are very excited to be hosting the first International Institute for Peace through Tourism Southern Africa (IIPTSA) Webinar. Tourism remains one of the sectors that have the capacity to create employment, entrepreneurs and meaningful partnership between local communities and established tourism businesses.

However, it has had to respond to a different set of challenges when Covid 19 hit. Tourism supply chains were deeply affected by lockdowns and border closures.



This situation hasn't changed much as the recovery is happening at a very slow pace and the international markets relied on are reluctant to embark on international trips due to a number of reasons. However, I believe that with the right strategies and partnerships in place we can emerge from this crisis stronger than before. Time has come to focus our attention on educating, developing and supporting

our local communities through tourism initiatives and programmes. It is for this reason that, on behalf of the IIPT Southern Africa Chapter, I invite you to join forces with us as we embark on this challenging but exciting task of developing our communities and promoting tolerance and coexistence through tourism programmes and initiatives. This work requires an inclusive stakeholder approach in order to achieve the desired outcome I look forward to welcoming you to the 2021 IIPT Southern Africa Webinar titled "Driving Peace through Tourism".

Mmatšatši Ramawela,
President, IIPT SA



The International Institute for Peace through Tourism Southern Africa (IIPTSA) is a Chapter of the International Institute for Peace through Tourism (IIPT). This is a non-profit organisation dedicated to fostering travel and tourism initiatives that contribute to the international understanding, cooperation among nations,

an improved quality of environment, cultural enhancement and the preservation of heritage, poverty reduction, reconciliation and healing wounds of conflicts; and through these initiatives, helping to bring about a peaceful and sustainable world.

For more information visit www.peacetourismsa.org

PROGRAMME FLOW

16:00 - 16:10

WELCOME REMARKS & EVENT OVERVIEW

Ms Mmatšatši Ramawela,
President, IIPT Southern Africa
Chapter

16:10 - 16:20

MESSAGE FROM OUR PARTNERS

16:20 - 16:35

AN IIPT PERSPECTIVE ON TOURISM AND PEACEFUL CO-EXISTENCE

Dr. Louis D'Amore, Founder &
President OF IIPT

16:35 - 17:05

TRAVEL AND TOURISM AS A CATALYST FOR PEACE IN AFRICA

Moderator: Mr. Oluwaseyi
Adegoke-Adeyemo,
Publisher of Inside Watch
Africa

Contributing Speakers:

- Ms. Diana McIntyre-Pike, President IIPT Caribbean Chapter & Caribbean Community Tourism
 - Mr. Cuthbert Ncube, Chairman, African Tourism Board
 - Shamilla Chettiar, Deputy Director General, Tourism Department, South Africa
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17:05 - 17:40

**PEACE DIVIDENDS FOR
TOURISM INVESTMENT &
TRADE: MAKING A CASE
FOR IIPT SOUTHERN
AFRICA**

Moderator: Mr Ajay Prakash,
Executive Vice President, IIPT &
TAFI (Travel Agents Federation
of India) President

Contributing Speakers:

- Mr Septi Bukula, Managing Director, Osiba Holdings & IIPTSA Founding Director
- Mr Nesang Pula Maleka, President, South African Youth Travel Association
- Mr Givemore Chidzidzi, Acting CEO, Zimbabwe Tourism Authority

17:40 - 17:50

**UNVEILING OF THE
INTERNATIONAL INSTITUTE
FOR PEACE THROUGH
TOURISM SA CHAPTER**

Ms Linda Ngcipe, Director,
Lwamika Creative Services & IIPT
Southern Africa Founding Director

17:50 - 18:00

**WAY FORWARD ON IIPT
SOUTHERN AFRICA & CONCLUSION**

Ms Bunny Bhoola, Managing
Director, African Link Tours & IIPT
Southern Africa Founding Director

CLOSURE & VIRTUAL NETWORKING

MEET THE SPEAKERS



Ms Mmatšatši Ramawela spent 23 years of her career in the travel and tourism industry. She didn't intend to work in the travel and tourism industry in the beginning but once she joined the sector, she was hooked. Her journey within the sector has seen her occupy various positions in marketing and product development from 1995 when she joined the South African National Parks; onto KwaZulu-Natal Tourism Authority and Limpopo Tourism and Parks between the years of 2000 and 2005.

She moved into the private sector in 2006 when she joined the Tourism Business Council of South Africa until her departure in 2018.

Amongst the highlights of her time at the TBCSA is organising and hosting the Hotel Investment Conference Africa (HICA) between 2007 and 2015. Ms Ramawela holds a Master's degree in Leadership in Emerging Economies from the University of Johannesburg.

Ms Ramawela is currently serving on the following committees;

- Tourism Transformation Council of South Africa where she is chairing the funding committee;
- National Tourism Minister's Advisory Panel reviewing the national tourism policy.
- Gauteng Tourism Authority's Board of Directors
- Black Management Forum and the Institute of Directors (IoD)



Dr. Louis D'Amore is the Founder and President of the International Institute for Peace through Tourism (IIPT). He has been instrumental in promoting the travel and tourism industry as the world's first "Global Peace Industry" since the founding of IIPT in 1986. Dr. D'Amore has been a pioneer in promoting a social and environmental ethic within the travel and tourism industry since the mid-70's. In 1992, following the U.N. Conference on Environment and Development (Rio Summit), he developed the world's first Code of Ethics and Guidelines for Sustainable Tourism for the Canadian tourism industry. The International Institute for Peace through Tourism (IIPT) is a not for profit organization dedicated to fostering travel and tourism initiatives that contribute to international understanding and cooperation, an improved quality of environment, the preservation of heritage, and poverty reduction; and through these initiatives, helping to bring about a peaceful and sustainable world. It is founded on a vision of the world's largest industry, travel and tourism – becoming the world's first global peace industry; and the belief that every traveler is potentially an "Ambassador for Peace".



Ms Marguerite Diana McIntyre-Pike, President/Founder, Countrystyle Community Tourism Network/Villages as Businesses and President of the International Institute for Peace through Tourism (IIPT) the Caribbean.

She holds BSc is a hotelier, entrepreneur, tourism consultant, and trainer, internationally recognized as the pioneer of Community Tourism. Educated in England, Germany and Jamaica in Hotel, Tourism and Environmental Management, she has 44 years of experience and has held numerous posts in the tourism industry. She was a Director of the Caribbean Hotel and Tourism Association and Chairman of their Small Hotels Committee for eight years and created the Small Hotels Retreat, an event which was very successful for many years. She also owned and operated a small hotel in Jamaica for over 35 years where she pioneered the Countrystyle Community Tourism organization.

Her services to Community Tourism have garnered widespread recognition, including Virgin Holidays` Award for Best Overall Personal Contribution to Responsible Tourism (2008), Jamaica's Order of Distinction (OD) (2009), the National Association of Jamaicans and Supportive Organizations (NAJASO) President's Distinguished Service Award (2011) and IIPT's Lifetime Achievement Award (2013).

Mr Nesang Pula Maleka is an active youth in tourism empowerment, advocate, having dedicated his young life championing the interests of youth in tourism, he is a strategist, and a hands-on marketing and operations person with vast experience in the implementation of strategic enterprise development initiatives in South Africa.

Founder and director of Mzansi Tourism Experience, an integrated Tourism Enterprise servicing the tourism industry, Nesang has managed and operated this enterprise since graduating from University, and over 7 years in the company management and transformation activist. Nesang believes that transforming and innovation with focus on township and rural development is a necessary enabler to true transformation and inclusion in the tourism sector, as such in 2019, Nesang was appointed to the Tourism Transformation Council of South Africa, a body poised to be a champion in the transformation of tourism in South Africa.

In the wake of the Covid-19 crisis, Nesang has been active in bringing spotlight to an inclusive tourism economy, bringing to attention the need for young people to be prioritized, and providing enterprise development aimed at enabling SMME's to up-skill and best position themselves for recovery in a COVID 19 environment.

Nesang completed his B.A Marketing Degree from the University of Johannesburg in 2009. Mzansi Tourism Experience is an active member of the change makers in tourism.



Mr Septi Bukula is a specialist in SME development policy and regulation with close to three decades of experience, and the founder of Osiba Holdings. Through his firm's Lilizela Tourism Award and Forever Resorts Eagle Award winning division, Osiba Management PCO, has been active in researching, designing, bidding for, and organising international business events since 2012.

Achievements include;

- Appointment by South African National Convention Bureau (SANCB) as a South Africa Business Events Ambassador, “proudly representing South Africa as world-class business events destination to the world” in 2014
- Establishment of Seeza Network NPC in 2015, an entity dedicated to unlocking business opportunities for tourism SMEs both domestically and internationally by harnessing the power of inter-firm collaboration . Within 1,5 years, between February 2018 and July 2019, the Network channelled direct business worth around R5 million to tourism SMEs by linking them as suppliers to inbound business events.
- Collaboration between Seeza Network and like-minded tourism entities internationally to co-found the World Travel Tech Forum, currently with 8 hubs in Barcelona, Cumbuco (Brazil), Edinburg, Jerusalem, Johannesburg, Lisbon, London, and Paris.

Recently, Seeza Network created its flagship Tourism SME Digital Transformation Programme and recently launched its #Mathub’Olusha initiative to drive youth participation in travel, tourism, hospitality, and heritage.

Mr Oluwaseyi Adegoke-Adeyemo is a result-oriented, highly motivated, and hands-on chartered Administrator. Before venturing into private practice he worked with the Nigeria Customs Service (NCS) for eighteen years.

A watershed moment for Mr Adegoke-Adeyemo was when he was given an opportunity to be part of a team that streamlined and modernized the data gathering and processing of the Customs Intelligence Unit for which he was aptly rewarded with the Comptroller General’s Merit Award.

He is currently the CEO of Kristomedia Limited, a multimedia and general communication outfit, publishers of Inside Watch Africa a quarterly Afro-centric publication that has been documenting the rich African culture and traditions, covering indigenous and international trade as well as travel and tours activities throughout the African region for the past sixteen years.

A public commentator, program director, and moderator as well as the current vice-chairman of the events committee of the Nigeria-Britain Association (N-BA).

Among his many accomplishments, Mr Adegoke-Adeyemo holds numerous academic degrees including a Master’s degree in Public Administration.



Mr. Ajay Prakash brings 34 years of experience in the travel and tourism industry to his position as a founding Director of the India Chapter of IIPT. A graduate in History from St. Stephen's College, Delhi and with a Masters in English Literature from the University of Rajasthan, Jaipur, he is the Chief Executive of Nomad Travels, Mumbai which he set up in 1988 after working for 8 years with Air India in the Commercial department. Nomad Travels specializes in corporate travel and custom designed leisure tours in India and overseas.

As a Past President of TAFI (Travel Agents Federation of India) and ex Deputy Chairman of the WTAAA (World Travel Agents Association Alliance), Ajay has participated in various tourism industry meetings across the world including addressing the European Tourism Forum in Bordeaux. He frequently appears on Indian national television to comment and debate upon aviation and tourism issues.



Ms Shamilla Chettiar is the Deputy Director-General: Destination Development at the South African Department of Tourism. This role involves dealing with planning, investment, the enhancement of tourism spaces, places, routes and experiences and the Expanded Public Works Programme. Shamilla has gained management skills and experience in an unusually high number of varied disciplines. These range from strategy and policy development, research, monitoring and evaluation, land use and spatial planning to organisational development, public participation and public-private partnerships. Shamilla holds a BSc, BSc Hons, HDip.Ed. and an MSc in Community Psychology. Shamilla is a passionate public servant committed to high performance team delivery.



Ms Bunny Bhoola is the owner of African Link Tours, one of the most successful travel companies in South Africa. Throughout her employment and in her business, the main thrust of her work has been in the area of creating products and networks for business growth. These include talent acquisition, development, stakeholder linkages, mentorship programmes, performance management, labour relations, employment equity and transformation, organisational development. In recent years much of her involvement has been in applying her expertise in the area of policy and strategy development for the public and private sectors.

Her ability to provide strategic and operational expertise will benefit the chapter. Her success as a businesswoman is indicative of her entrepreneurial drive, leadership spirit, and business acumen.

Ms Bhoola has served on many boards including Southern Africa Tourism Services Association, Gandhi Foundation, SKAL International South Africa, Tourism Authority of Kwa-Zulu Natal, KZN Sharks Board, Pietermaritzburg Tourism, Pietermaritzburg Chamber of Business, and Tourism BEE Council.

She has also been awarded several accolades for her role as an entrepreneur and social entrepreneur.

Ms Bhoola holds a B. Tech in Tourism Management.



Mr Givemore Chidzidzi rose through the ranks of Research and Planning Officer, Research and Planning Manager, Head of the Research and Planning Division and served in the Diplomatic Field as the Tourism Attaché for Zimbabwe responsible for Continental Europe and based in Frankfurt, Germany from 1996 – 2001.

He returned to Zimbabwe as Marketing and Communication Director for the Zimbabwe Tourism Authority and rose to the position of Chief Operating Officer of the Zimbabwe Tourism Authority, a position held since 2010. In this position, he has been involved in the development of tourism legislation and policy, marketing strategy, destination branding and institutional capacity building, representing Zimbabwe on the Regional Tourism Organisation of Southern Africa (RETOSA), regional initiatives such as the Kavango Zambezi (KAZA) Transfrontier Conservation Area, African Union Tourism initiatives as well as the United Nations World Tourism Organisation (UNWTO). He also serves on several Boards in Zimbabwe.

Mr. Chidzidzi is currently the Acting CEO of Zimbabwe Tourism Authority since 2019.

He holds a Bachelor of Business Studies (BBS) Degree majoring in Tourism and Transportation from the University of Applied Sciences, Worms, Germany and a Master's Degree in Business Administration (MBA) in Marketing from the City University, Bellevue, Washington, USA



Ms Linda Ngcipe is a seasoned project manager with proven experience in destination marketing and business events industry. With a unique blend of qualification in Tourism and intimate knowledge of the operations of various tourism sectors, she has a passion for developing authentic and meaningful strategies.

Her experience includes leading various business units within provincial tourism departments and major convention bureaus in the three major provinces of KwaZulu-Natal, Western Cape, and Gauteng.

Some of Linda's major career achievements include Serving as Acting General Manager of Johannesburg Convention & Events Bureau at the Johannesburg Tourism Company (JTC) until she left the organisation; Executive Director of Tshwane Convention and Visitors Services Bureau, Senior Manager - International Leisure Marketing at Cape Town Routes Unlimited, and established the first business tourism unit at Tourism KwaZulu-Natal and the Tshwane Convention Bureau.

Linda has represented her previous organisations at International Conferences and Congresses Association (ICCA), Southern African Association for the Conference Industry (SAACI), Society for Incentive Travel Executives (SITE), National Convention Bureau Coordinating Forum and the Medical Tourism Working Group.

BEHIND THE SCENES



Behind every successful project, there is a strong and dedicated team. Meet Mr Mike Nqobile Sibanda who has been working hard behind the scenes and keeping members of the team on their toes.

Mike is a community and program management practitioner with experience working with NGOs, government parastatals and start-ups in Africa.

Passionate about accelerating human growth, Mike has five years' experience working in the Africa innovation, Development, Humanitarian and Entrepreneurial Ecosystems and proven ability to work with cooperates and international organisations exploring the role of youth development, entrepreneurship, tourism, technology, innovation and local knowledge in creating paths to sustainable development.

Mike has worked with several local and international organisations in the business and community development space as a management and field coordinator, development consultant and mobilisation strategist.

He holds a Master of Science in International Affairs Degree and BSc Peace Studies .

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Yours to Explore

