

WELCOME ADDRESS
Louis D'Amore
International Institute for Peace through Tourism

THREE WEEKS FROM TODAY –ON THE 11TH HOUR, OF THE 11TH DAY, OF THE 11TH MONTH –

WE WILL BE COMMEMORATING THE PRECISE 90TH ANNIVERSARY OF THE END OF WORLD WAR I – THE “WAR TO END ALL WARS.”

NINE MILLION PEOPLE WERE KILLED IN WHAT HAS BEEN CALLED THE “GREAT WAR.”

YET, AS HISTORY HAS SHOWN - ANOTHER 100 MILLION PEOPLE WERE KILLED IN THE REMAINING 82 YEARS OF THE 20TH CENTURY AS A RESULT OF CONFLICT – MOST OF THEM INNOCENT MEN, WOMEN AND CHILDREN -

AND WE HAVE BEGUN THIS 21ST CENTURY WITH CONFLICT THAT HAS NOW GONE ON LONGER THAN THAT FIRST “GREAT WAR.”

THIS YEAR ALONE – 1.5 TRILLION US DOLLARS WILL BE SPENT ON MILITARY EXPENDITURES;

TO PUT THIS INTO PERSPECTIVE – IF I HAVE DONE MY MATH CORRECTLY – THIS IS ABOUT EQUAL TO THE TOTAL INCOME OF ONE HALF THE WORLD’S POPULATION WHO SURVIVE ON \$2 A DAY OR LESS –

NEARLY \$250 FOR EVERY MAN WOMAN AND CHILD IN THE WORLD

WHEN

1 OF EVERY 6 SURVIVES ON \$1 A DAY OR LESS

ANOTHER 2 OF EVERY 6 ON \$2 A DAY OR LESS

1 OUT OF EVERY 6 – GO TO BED HUNGRY

1 OF EVERY 4 – NEVER GET A CLEAN GLASS OF WATER TO DRINK

35,000 CHILDREN DIE EACH DAY FROM PREVENTABLE DISEASES – MANY OF THEM FROM WATER-BORN DISEASES.

AS EARLY AS 1960 –LESTER B. PEARSON STATED – THEN UN GENERAL ASSEMBLY PRESIDENT AND FORMER PRIME MINISTER OF CANADA STATED:

“NO PLANET CAN SURVIVE HALF SLAVE, HALF FREE, HALF
ENGULFED IN MISERY,

HALF CAREENING ALONG THE JOYS OF AN ALMOST UNLIMITED
CONSUMPTION –

NEITHER ECOLOGY, OR OUR MORALITY COULD SURVIVE SUCH
CONTRASTS”

LESTER B. PEARSON
UN GENERAL ASSEMBLY PRESIDENT

LESS THAN ONE HALF THE WORLD’S CURRENT MILITARY EXPENDITURES
WOULD BE SUFFICIENT TO END ALL THE PRIMARY CAUSES OF POVERTY
IN THE WORLD.

TEN PERCENT OF THE WORLD’S MILITARY BUDGET WOULD BE
SUFFICIENT TO DEAL WITH THE ISSUE OF CLIMATE CHANGE

IN 1918 - LLOYD GEORGE ANNOUNCED THE ARMISTICE ENDING WORLD
WAR I STATING

“THUS, THIS FATEFUL MORNING, CAME TO AN
END ALL WARS”

AND YET – NEARLY A CENTURY LATER – SHORTLY AFTER
9-11 - IN A TALK AT GEORGETOWN UNIVERSITY – FORMER PRESIDENT
BILL CLINTON SAID –

DON’T YOU THINK ITS INTERESTING - THAT IN THIS THE MOST
MODERN OF AGES –

THE BIGGEST PROBLEM IS THE OLDEST PROBLEM OF HUMAN
SOCIETY – THE FEAR OF THE OTHER.

AND HOW QUICKLY FEAR LEADS TO DISTRUST – TO HATRED – TO
DEHUMANIZATION – TO DEATH.”

TRAVEL IS THE ONE INDUSTRY – THE ONE SOCIAL AND CULTURAL
PHENOMENON – THAT CAN SHATTER THE ISOLATION AND FEAR OF THE
OTHER TO WHICH PRESIDENT CLINTON WAS REFERRING.

TRAVEL IS THE BEST AND TRUEST FORM OF ONE TO ONE – PEOPLE TO
PEOPLE DIPLOMACY – A MEANS OF DIALOGUE AT A PERSONAL LEVEL –
AND A PATH TO THE ONENESS OF HUMANITY.

IT PROVIDES US WITH THE OPPORTUNITY TO EXPERIENCE THE WELCOME AND HOSPITALITY OF OTHER PEOPLES AND CULTURES – THEIR HUMAN VALUES AND QUALITIES – THEIR KIND DEEDS.

TRAVEL – IN ALL ITS DIMENSIONS – HAS A VITAL ROLE TO PLAY IN PROMOTING AN APPRECIATION OF THE DIVERSE CULTURES THAT MAKE UP THE GLOBAL FAMILY – AND THE AWESOME BEAUTY AND WONDER OF ALL GOD’S CREATION.

TRAVEL AND TOURISM TOUCHES EVERY ASPECT OF SOCIETY – ECONOMIC – SOCIAL – CULTURAL – ENVIRONMENTAL – AND POLITICAL

AND TO ENHANCE ALL ASPECTS OF THE HUMAN EXPERIENCE – MIND – BODY – AND SPIRIT.

THE EXPONENTIAL GROWTH OF INTERNATIONAL TOURISM ARRIVALS FROM 25 MILLION IN 1950 TO A PROJECTED 1 BILLION IN 2010 IS CLEARLY ONE OF THE MOST REMARKABLE ECONOMIC AND SOCIAL PHENOMENA OF OUR TIME.

AN INCREASING PROPORTION OF THESE ARRIVALS ARE IN DEVELOPING COUNTRIES.

IN 1950, WESTERN EUROPE AND NORTH AMERICA ACCOUNTED FOR ALL BUT 3 PERCENT OF INTERNATIONAL ARRIVALS.

BY 2010, TOURISM TO DEVELOPING COUNTRIES WILL BE APPROXIMATELY 45% OF TOTAL INTERNATIONAL ARRIVALS.

INTERNATIONAL TOURISM PROVIDES THE GREATEST TRANSFER OF WEALTH FROM DEVELOPED TO DEVELOPING COUNTRIES IN THE HISTORY OF HUMANKIND

TOTAL FOREIGN EXCHANGE EARNINGS REALIZED BY DEVELOPING COUNTRIES FROM TOURISM WILL GROW FROM \$50 BILLION IN 1990 TO SOME \$250 BILLION BY 2010.

TOURISM IS THE MAIN SOURCE OF FOREIGN EXCHANGE FOR MOST THE WORLD’S LEAST DEVELOPED COUNTRIES (LDCS) AND IS THE ONLY INDUSTRY THAT HAS A POSITIVE BALANCE OF TRADE WITH THE DEVELOPING WORLD TAKEN AS A WHOLE.

REVENUES RECEIVED FROM TOURISM ACCOUNT FOR MORE CURRENCY MOVING FROM RICH NATIONS TO POOR NATIONS THAN THE TOTAL OF FOREIGN AID FROM ALL GOVERNMENTS.

AND TOURISM APPEARS TO BE ONE OF THE FEW ECONOMIC SECTORS ABLE TO GUIDE A NUMBER OF DEVELOPING COUNTRIES TO HIGHER LEVELS OF PROSPERITY AND FOR SOME TO LEAVE BEHIND THEIR LEAST DEVELOPED COUNTRY STATUS.

THE AIM OF THE 1ST IIPT EUROPEAN CONFERENCE IS TO BUILD ON THIS SUCCESS,

AND TO LEVERAGE CURRENT NORTH – SOUTH, AND SOUTH – SOUTH INITIATIVES TOWARDS SUSTAINABLE TOURISM DEVELOPMENT, POVERTY REDUCTION, AND SOCIETAL BETTERMENT -

THROUGH GREATER COLLABORATION AMONG KEY STAKEHOLDERS.

THIS IS THE CHALLENGE TO INDUSTRY LEADERS AND PARTICIPANTS IN THE 1ST IIPT EUROPEAN CONFERENCE BEING ORGANIZED IN PARTNERSHIP WITH THE UN WORLD TOURISM ORGANIZATION (UN WTO) AND THE UNITED NATIONS ENVIRONMENT PROGRAM (UNEP), AND HOSTED BY STENDEN UNIVERSITY.

I WOULD LIKE TO EXPRESS OUR GRATITUDE AND APPRECIATION FOR THE COLLABORATION AND HOSPITALITY OF OUR HOSTS – STENDEN UNIVERSITY –

FOR THE WELCOMING SPIRIT AND SPONSORSHIP OF NCDO, THE CITY OF LEEUWARDEN AND PROVINCE OF FRYSLAN

TO OUR MEDIA PARTNERS ETURBO NEWS AND TRAVEL TALK MEDIA.

IN PARTICULAR – I WOULD LIKE TO WELCOME EACH OF YOU – TO OUR 1ST IIPT EUROPEAN CONFERENCE.

I LOOK FORWARD TO YOUR SHARING OF IDEAS, INSIGHTS, IDEALS – AND VISION ON OUR THEME

AND TO HOW WE MIGHT COLLABORATE FURTHER IN BRIDGING THE NORTH – SOUTH DIVIDE THROUGH SUSTAINABLE TOURISM DEVELOPMENT.

I WISH EACH OF YOU AN ENJOYABLE AND PRODUCTIVE CONFERENCE.

THANK YOU AND GOD BLESS YOU ALL/