

The International Institute for Peace through Tourism Third Global Conference:

**Building Bridges of Peace, Culture & Prosperity through Sustainable Tourism
Glasgow, Scotland 17-21 October 1999**

If you are involved in tourism and care about tourism, this conference should not be missed. It will address the key issues of how and why tourism initiatives contribute to sustainable human, social, cultural and economic development.

The most senior people in the international industry, from Nobel Peace Prizewinners to major institutions, will be gathering to discuss tourism initiatives that will contribute to sustainable development. Diverse sectors of the travel and tourism industry will be represented from the public and private sectors to non-governmental organisations (NGO's) and academic institutions. Participants also will be attending from related sectors including parks, heritage, culture and international exchange programmes.

KEYNOTE SPEAKERS INCLUDE:

KEY BENEFITS

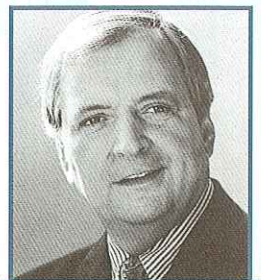
- Network and participate with representatives from more than 70 countries involved in all sectors of the travel and tourism industry and related sectors including parks, culture, heritage and environmental protection. Liaise with senior management, educators, journalists, consultants, researchers, project managers and environmentalists.
- Take the opportunity to discuss the presentations of 150 case studies of successful tourism initiatives from both developed and developing nations.
- Develop a '21st Century Agenda for Peace through Tourism' including millennium projects to be launched in the year 2000.
- Be a part of the influential forum for sharing and developing concepts and practical management techniques in achieving socially and environmentally responsible tourism.



Francesco Frangialli
Secretary General
World Tourism Organisation



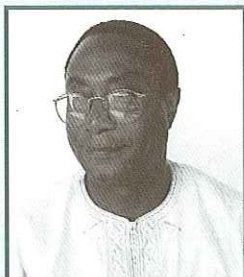
John Hume
Member of the European Parliament
Nobel Peace Prize Winner



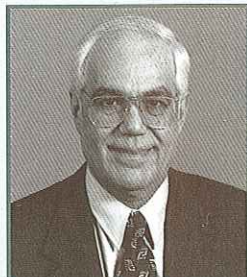
Dr. Klaus Toepfer
Executive Director of United Nations
Environment Programme

(Continued at top of page 2)

KEYNOTE SPEAKERS (Continued)



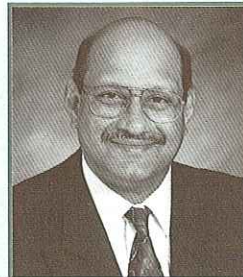
Hon. Michael Afedi Gizo
President,
Africa Travel Association



Dr Mohammed El Ahsry,
Chief Executive Officer,
Global Environment Facility



Dr Noel Brown
President, Friends of
the United Nations



Terry Francis,
Chairman Emeritus
Pacific Asia Travel Association



Jeremy Harris,
Chairman of the Mayors' Asia-
Pacific Environmental Summit

CONCURRENT SESSIONS

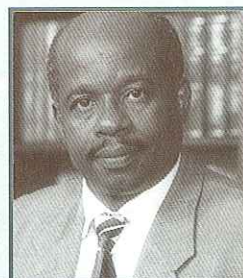
Some 150 Case Studies of Success Stories and examples of Best Practice from 40 countries throughout the world will be presented in Concurrent Sessions.

Concurrent Sessions will also include workshops on selected topics, designated below as (W.S.)



Noel Irwin-Hentschel
Chairman & CEO,
American Tours International

(Invited)



Hon. George Payne,
Chairman,
Caribbean Tourism Organisation



Cora Weiss,
President,
Hague Appeal for Peace

INTERNATIONAL UNDERSTANDING AND COLLABORATION

Achieving Sustainable Tourism through International Collaboration
The Role of Tourism in the Arab - Israeli Peace Process
Tourism and the Transition from Conflict to Peace
Building International Understanding through Tourism
Building Bridges of Peace and Understanding in Northern Ireland

TOURISM CONTRIBUTION TO HUMAN, SOCIAL, CULTURAL, AND SPIRITUAL DEVELOPMENT

Building North-South Bridges through Sustainable Tourism
Nepal's Efforts in Building North - South Bridges
Creating Opportunities for Social, Economic and Community Benefits
Towards a Culture of Peace through Tourism
Preserving Heritage through Sustainable Tourism
Education and Research for Tourism's 21st Century Contribution to Peace and Global Development
Developing Inter-Disciplinary Approaches to Tourism
Tourism Education in the 21st Century (W.S.)
Exploring the Spiritual Dimensions of Travel and Tourism (W.S.)

RURAL AND COMMUNITY BASED TOURISM

Strategic Approaches to Rural and Community Based Tourism
Partnering for Rural Community Development and Tourism
Rural Tourism - Building Intra- & Inter-Community Peace
Rural and Community Based Tourism - The African Experience
Rural and Community Based Tourism - The South American Experience
Assessing Opportunities for Community Based Tourism

SPECIAL HALF DAY SESSION SUSTAINABLE TOURISM IN THE 21ST CENTURY

This session will feature two of the world's leading experts on Sustainable Tourism presenting their leading edge thinking on emerging policies, strategies and technologies required for sustainable tourism development in the 21st Century. The session will also include the presentation of two case studies as a basis for dialogue on the practical applications of these policies, strategies and technologies to actual situations.

David Edgell

Former Policy Director, U.S. Travel & Tourism Administration, author, lecturer and consultant

Dick Sisman

Managing Director, Green Globe

SUSTAINABLE TOURISM DEVELOPMENT

Policy Frameworks for Sustainable Tourism Development
Planning for Sustainable Tourism Development
Balancing Tourism Development and Environmental Protection
Tourism's Contribution to Sustainable Economic Development

ENVIRONMENTAL PROTECTION - PARKS - AND BIODIVERSITY

Promoting Conservation, Biodiversity and Peace - Partnering for Sustainable Tourism In Protected Areas
Sustainable Parks Management - Enhancing the Park Experience and Benefiting Surrounding Communities
Marine Conservation and Revitalization
Environmental Restoration through Tourism

NATURE BASED TOURISM (ECOTOURISM)

Strategies for the Development of Nature Based Tourism
Nurturing Ecological Values and Socio-Economic Development
The Eco-Lodge Phenomenon
The Marketing of Nature Based Tourism

INDIGENOUS TOURISM

Strategic Approaches to Indigenous Tourism
Revitalizing Indigenous Communities through Sustainable Tourism
Towards a Global Forum for Indigenous Tourism (W.S.)

ACTION PROGRAMME

Workshops to develop an Action Programme for the "21st Century Agenda for Peace through Tourism" will be conducted Thursday afternoon (October 21)

Tourism's Contribution to the Re-Vitalization of the City of Glasgow, Scotland
Eddie Friel, Chief Executive, Greater Glasgow and Clyde Valley Tourist Board

Re-defining Sustainability for the 21st Century - Understanding the Land, Its People, and Their Culture: The Playa Carmel Resort Project, Guanacaste Province, Costa Rica

Robert Zimmer, Omikron Group, Inc./Zimmer Hundley Associates

OPENING DAY CEREMONIES

INTER-FAITH SERVICE

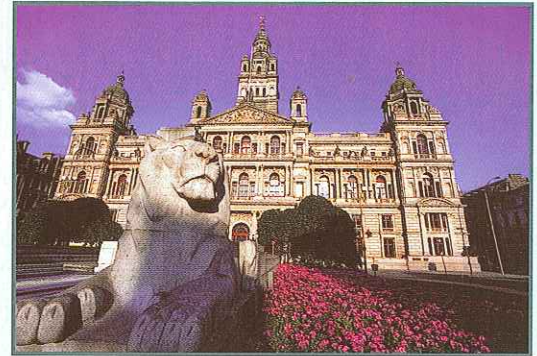
An Inter-faith service of the eight major faiths will mark the beginning of the Conference on Sunday afternoon, October 17, at 2:00 PM. The service is being organised by an Inter-faith Committee from Glasgow with the collaboration of the Theology Faculty at the University of Glasgow.

PEACE PARK DEDICATION

A ceremony dedicating a Peace Park as a legacy of the IIPT Third Global Conference will follow the Inter-faith Service. The ceremony and Peace Park dedication are being organised by the Rotary Clubs of Glasgow in collaboration with the Glasgow City Parks Department.

WELCOMING RECEPTION

Delegates from more than 70 countries and their guests will come together to greet old friends and to make new ones at the Conference Welcoming Reception from 7:00 to 9:00 p.m. All delegates and their accompanying persons are invited. Traditional dress is encouraged. The reception will be held in the historic City Council Chambers, the architectural "Jewel in the Crown" of Glasgow.



AWARDS LUNCHEON

A special "Awards Luncheon" on Tuesday, October 19, will feature the presentation of the IIPT second "Ambassador for Peace Award" to a person or organisation exemplifying the values and vision of "Tourism As A Global Peace Industry"

GALA BANQUET

Our final gathering celebrating new friends made, and old friendships renewed will be held at another of Glasgow's architectural jewels, the Kelvingrove Art Gallery and Museum, on Thursday evening October 21st. Seating will be limited, so reserve early.



CONFERENCE VENUE

All sessions of the IIPT Third Global Conference will take place at the state-of-the-art Scottish Exhibition & Conference Centre located 15 minutes by taxi from Glasgow City Centre and 15 minutes by taxi from the Glasgow International Airport

PEACE TRAIN

Virgin Trains is providing a special discounted fare for University students attending the Conference and the Johnson & Wales University sponsored International Student Forum, as well as others interested in joining them. The Peace Train will leave from London Euston Station at 12.20pm on Saturday, October 16th, and arrive in Glasgow Central Station at 17.49pm. Return arrangements can be made individually. For purchase and reservations call: 0870 010 4490 quoting reference code "Waugh".

Visit our web-site at www.IIPT.org for the best airfares; Conference hotels and rates; as well as Post-Conference tours being organised by Charisma Event Management.

ACCOMMODATION AND POST-CONFERENCE TOURS

MEDIA

A limited number of media credentials are available for qualified journalists and editors. Please contact The Fontayne Group, 430 Colorado Avenue, Santa Monica, California; Tel. 310 395-9145; Fax: 310 395-9846; Email iipt@fontayne.com

SCHEDULE AT A GLANCE

Saturday October 16	Sunday October 17	Monday October 18	Tuesday October 19	Wednesday October 20	Thursday October 21	Post Conference Tours
		Opening Ceremonies	Keynote Speaker Sessions (2)	Keynote Speaker Session	Keynote Speaker Session	
Peace Train	Inter-faith Service	Keynote Speaker Session	Awards Luncheon	Concurrent Session	Concurrent Sessions(2)	
London - Glasgow	Peace Park Dedication	Concurrent Sessions (2)	Concurrent Sessions (2)	Special Half Day Session	Closing Plenary	
	Welcoming Reception				Gala Banquet	

The International Institute for Peace through Tourism Third Global Conference:

Building Bridges of Peace, Culture & Prosperity through Sustainable Tourism Glasgow, Scotland 17-21 October 1999

Dear Delegate

Warmest greetings from the City of Glasgow.

I am delighted that Glasgow is to be the Host City for the International Institute for Peace through Tourism Conference, 17th-21st October 1999. Our city is recognised throughout the world as an important tourist, commercial and educational centre and as one of Europe's official cultural capitals.

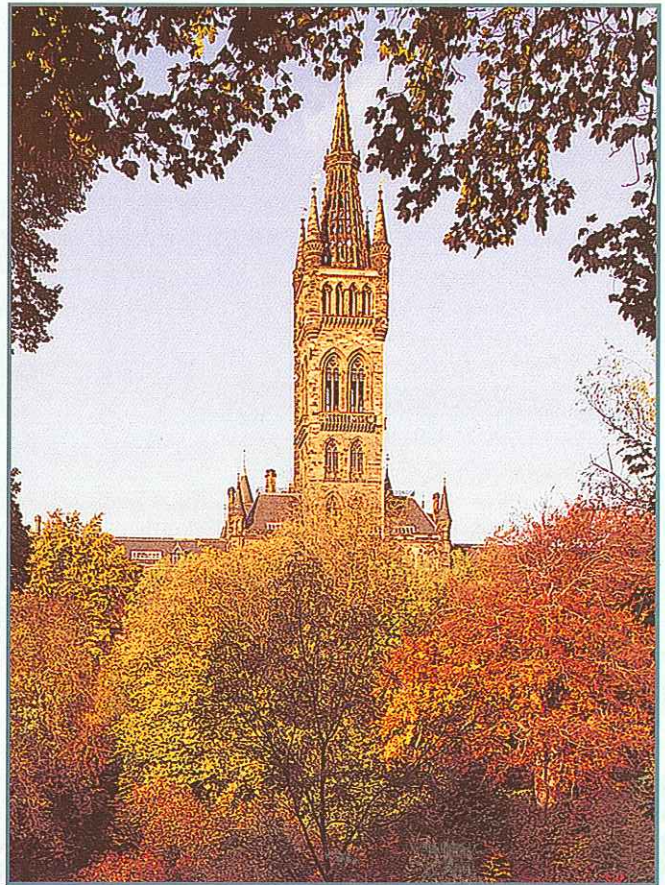
With its blend of magnificent architecture, great museums, superb shops, stylish eateries and vibrant nightlife, the city has established itself as the place that loves to be visited. You will find a mixture of the great indoors and the great outdoors to suit every taste. Live theatre, packed concert programmes, international sporting events and arts festivals, all set in an area surrounded by some of the most beautiful scenery in Western Europe.

I can assure you of a warm and friendly reception from the people of Glasgow.

Yours sincerely



Alex Mosson
The Rt Hon The Lord Provost of Glasgow



REGISTER NOW AT OUR WEB SITE WWW.IIPT.ORG

REGISTRATION FEES	Delegate £355	Student £110
	US\$575	US\$175

*Students are asked to provide confirmation of a full-time student status at the time of registration

Name:

Address:

City: State/Province:

Postal/Zip Code: Country:

Telephone: Fax: E-mail:

I would like to register for the conference

I am interested in helping to promote the conference

I am interested in becoming a sponsor of the conference

Please Contact:

IIPT Third Global Conference
c/o Charisma Event Management, 42 Silverknowes Road, Edinburgh EH4 5LF, Scotland, UK
Tel. No. 44 (0) 131 312 7332; Fax No. 44 (0) 131 312 7336; Email charm@netcomuk.co.uk

