



The Role and Position of Tourism During Conflict and War

Prof. Eugenia Wickens

Chair of OTS

On Tourism & Sustainability Oxford UK

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Chair

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Organized by
International Institute
for Peace Through
Tourism

Thank you
Reza Soltani and all organisers of the Webinar
'Role and Position of Tourism During Conflict and War'



The theme is examined from a social perspective

Can tourism serve as a prime tool for world peace?

Central focus is on the relationship between tourism and peace and its role during conflict/war

The nature of tourism is complex

Tourism for Peace

Implies positive impacts on society and economy, a force for peace and cultural understanding



Adopted by the UN as a universal call to action to ensure that all people enjoy **peace** and prosperity by 2030

It is seen as an acknowledgement of the **global** significance of the sector

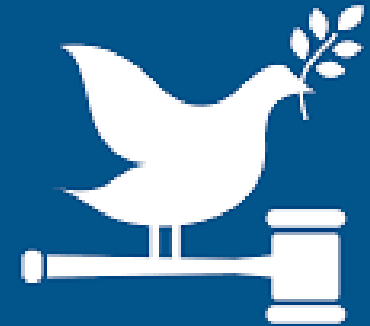
The Role of Tourism

War, conflict, insecurity, weak institutions and COVID-19 remain a threat

Number of people escaping war and conflict exceeded 80 million in 2021 (UN)

War in Ukraine threatens to increase and exploit instabilities across the globe

16 PEACE, JUSTICE AND STRONG INSTITUTIONS



What is the
role and
position of
tourism?



What is the role and position of tourism during conflict and war?

Two opposing orientations:

One claims tourism is the magic potion for solving the socio-economic problems faced by countries

The other sees tourism as an 'evil' that generates conflict e.g., fundamentalism

These orientations are best seen as the ends of a spectrum of opinion with a variety of views lying between them

What is the role and position of tourism during conflict and war?

The peace-through-tourism discourse has been appropriated by **politicians** and **industry** to advance their own interests

The counter argument is put forward by those thinkers who draw our attention to the perceived evils of 'globalisation'

How tourism contributes to world peace is much more complex and problematic



What is Peace?

Involves the absence of war, terrorism, cease-fires, surrenders, and treaties

Embodies ideals such as:

- Harmony
- Freedom
- Good relations
- Prosperity



What is Peace?

Refers to peaceful relationships between:

- Countries
- Host communities
- Individuals
- Stakeholder groups

The existence of **tourism** depends on **peace**





Proponents of Tourism for Peace

Tourism is a force and agent of peace

A **'tool'** for world peace - promoting peace and combating conflicts

Tourism fosters stability and peace (UN)

It opens people's minds and hearts

Tourism: Spirit of Hope and Peace



Creates jobs

Promotes cultural
understanding
and peace

It brings hope



Tourism for Peace

Tourism is not only the world's biggest business but also the world's biggest peace industry



A positive force that mitigates tensions by playing a central role in national and international politics

Tourism for Peace

Peace disturbed due to political hostilities between nations can be restored through tourism

The role of tourism in countering fundamental causes of conflict and violence needs to be examined

Is there any evidence?

Bill Clinton Praises Tourism's Power for Peace



The growth of tourism in Croatia after the Balkans conflict and the dramatic rise in revenues in the decade following the Bosnian peace agreement...

Travel industry is good for the earth, the children and the future

'I believe that by simply expanding tourism and in ways that promote sustainability, [this] reminds people of our common humanity'



The Role and Position of Tourism

Regarded as a vehicle for economic and social development

More tourism = more jobs = more revenue = peace

Tourism is good for Peace and Peace is good for Tourism

The connection is two-way



The Role and Position of Tourism

Critical Voices:

Tourism is based on the exploitation of the host destination and its people

The commercialisation of tourism generates big profits for the multinational corporations –

It benefits just a few



Destinations as Targets for Terrorism

Tragically, in the recent past some popular destinations have experienced tourist deaths due to acts of terrorism (e.g., bombings, shootings, hostage taking)



The world is experiencing seismic changes

Tourism's ability to play a major role in achieving the UN's ambition to transform the world is problematic for several reasons

E.g.: **Poverty**, **Covid-19 pandemic**, **global tensions** and **the Ukrainian war**



Conclusions

As we move throughout the world and learn to know each other, we are building a level of international understanding which can improve the attitude for world peace



Petition: The Russian Invasion of Ukraine: Making Tourism a Force for Peace

UN World Tourism Organisation has noted that the invasion is contrary to the principles enshrined in UN Charter and Article 3 of the Statutes of UNWTO [11] as well as to the values of tourism as a potential pillar for **peace and solidarity**

Voice of support for the call from nations requesting the suspension of membership of Russian Federation from UNWTO (in accordance Article 34 of statutes for policy contrary to the aim of UNWTO (enshrined in Article 3 of the Statutes)

- Call on members to suspend any business operations in Russia
- Call on Academics and Institutions to suspend relations with Russia

Petition: The
Russian
Invasion of
Ukraine:
Making Tourism
a Force for
Peace

- Not travel to Russia until military aggression is ceased
- Invitation is open to all who are against the invasion
- If you support this petition please sign it.

- Let's make a **#TourismForceForPeace** until justice has been served

Thank you: Michal Apollo, University of Silesia in Katowice, Poland;

C Michael Hall, University of Canterbury, New Zealand;
Ian Wickens, On Tourism & Sustainability Academy, UK



Let us make #TourismForceForPeace
until justice has been served

Let us make the world safe for tourism

Make tourism a laboratory of peace and
cultural understanding

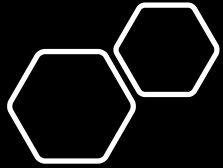


Final Thoughts OTS on tourism & sustainability

Our thoughts are with all Ukrainians -
Stay safe

Standing for Peace with Independence
and Sovereignty of Ukraine





TOURISM FOR PEACE

