

# World Tourism Day “Tourism and Peace”

Tbilisi, Georgia, 27 September 2024

## Concept note:

The pursuit of peace is a continuing endeavour, and progress through tourism is more relevant than ever. Tourism can play a vital role as a catalyst for fostering peace and understanding between nations and cultures and in supporting reconciliation processes. Moreover, tourism is clearly linked to the building blocks of peace- such as social justice, human rights, economic equity, sustainable development, and broad-based democracy with the capability of non-violent conflict resolution. Tourism’s biggest strength, besides being an economic powerhouse, brings people together in non-adversarial circumstances.

Tourism has the potential to contribute to peace in many ways and these need to be appropriately explored and assessed. Tourism as an instrument for peace needs to be peace-sensitive and needs to be understood from both- the suppliers and consumer’s side- not as an isolated peace strategy, but as part of social transformation towards a culture of peace. A peace-sensitive tourism is aware of the economic and social forces and thus social responsibility. It aims to contribute within the limits of the opportunities but aware of the power of alliances to the democratisation of society, of international relations and of the world system as such.

Moreover, tourism provides a fertile ground for innovation and entrepreneurship. By encouraging creative solutions and new business models, tourism can drive economic growth and provide unique opportunities for young talent. Supporting entrepreneurial initiatives in tourism can lead to sustainable development and create platforms for innovative peacebuilding strategies. The future of tourism lies in the hands of young people. By investing in youth, providing education and training opportunities, and encouraging their active participation in the tourism sector, we can harness their potential to drive social change and promote peace. Young talent brings fresh perspectives, creativity, and energy that are essential for the continuous evolution of tourism as a force for good.

World Tourism Day 2024 aims to explore the intersection of tourism and peacebuilding, highlighting how travel, cultural exchange and sustainable tourism practices can contribute to conflict resolution, reconciliation, and the promotion of peace worldwide.

By bringing together stakeholders from across sectors and disciplines, the conference aims to generate innovative ideas, strategies, and collaborations to harness the transformative power of tourism in building bridges, fostering dialogue and promoting peace and reconciliation.