

## Travel and Tourism, the Language of Peace

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### ABSTRACT

Global travel and tourism has grown enormously over the past forty years and is likely to continue to grow in the future. The travel and tourism industry is one of the largest contributors to the world economy. A question that arises is: Can such an enormous travel and tourism community utilize its economic capacity to impact in a positive manner in helping to create a global environment that is conducive to planting *the seeds of peace*? Many world leaders in the past and present have made strong statements that support the premise that *travel is the language of peace*. A major challenge is whether the current travel and tourism industry leadership has the capacity and interest to affect positive change and advance the social, economic, environmental and cultural well-being of local and global communities in such a way as to plant *the seeds of peace* and through increased travel, transform our society into a more peaceful world. This journal article briefly investigates certain travel and tourism policy movements throughout history that portend that global travel in the twenty-first century may be a major factor toward a more peaceful world.

**Keywords:** peace, leaders, travelers, history, organizations, economic, poverty, political, cultural, social, sustainable, international language.

*"I have watched the cultures of all lands blow around my house and other winds have blown the seeds of peace, for travel is the language of peace."*

–Mahatma Gandhi

### INTRODUCTION

*"Many shall run to and fro, and knowledge shall be increased."*

–The Book of Daniel 12:4-

Global travel and tourism has grown enormously over the past forty years and is likely to continue to grow in the future. The travel and tourism industry is one of the largest contributors to the world economy. According to research conducted by Oxford Economics (an arm of

Oxford University) for the World Travel and Tourism Council (WTTC), travel and tourism is among the world's largest industries at \$7 trillion in 2013, accounting for 9.5 per cent of Global Development Product and generating more than 266 million jobs (1 in 11 of the world's total jobs). The World Tourism Organization (UNWTO) reported that international tourist arrivals grew by 5 per cent in 2013 to 1.087 billion. A question that arises is: Can such an enormous travel and tourism community utilize its economic capacity to impact in a positive manner in helping to create a global environment that is conducive to planting *the seeds of peace*?

In April, 2013, at the 13th WTTC Global Summit, former U.S. President Bill Clinton had this to say: "I actually believe that simply expanding tourism and doing it in a way that is good economics...can have a profoundly positive impact...on every economy. I have seen that peace works better than conflict and one of the best manifestations of this is in travel and tourism". Later, in September 2013 at the WTTC Asia Regional Summit former Prime Minister of the United Kingdom, Tony Blair, stated that: "Travel & Tourism is an industry which can genuinely help to bring about not only more commerce and prosperity, but more peace, security and understanding". These statements certainly support the premise that *travel is the language of peace*.

The travel and tourism industry is poised to be a driving influence toward greater international people to people cultural exchanges that will lead to opportunities for friendlier global relations and world understanding, ultimately providing an environment for peace in the world. Over the past few years we have seen, throughout our modern society, global conflicts spreading and noted that many traditional societal structures and securities are fraying, thus creating uncertainty, and in some cases anxieties. Travel and cultural interchanges have the potential to be the antidote to these circumstances. The question is whether the current travel and tourism industry leadership has the capacity and interest to affect positive change and, advance the social, economic, environmental and cultural well-being of local and global communities in such a way as to plant *the seeds of peace* and through increased travel transform our society into a more peaceful world.

Over the years a few of the great leaders of the world have noted opportunities for travel and tourism to have a positive impact in creating a more peaceful world; Mahatma Gandhi, certainly from a philosophic perspective, having been one of them. Others, like the late Pope John Paul II (now Saint John Paul II), a holistic global thinker, noted in his address to the World Travel Congress of the American Society of Travel Agents held in Rome, Italy, November 14, 1985 that: "The world is becoming a global village in which people from different continents are made to feel like next door neighbours. In facilitating more authentic social relationships between individuals, tourism can help overcome many real prejudices, and foster new bonds of fraternity. In this sense tourism has become a real force for world peace."

Early worldly travelers, for example, the fourteenth century traveler Ibn Battuta (who has sometimes been referred to as the "Marco Polo of the Middle East"), wrote in his book *Rihla (Journey)* about his numerous travel adventures in the Middle East and beyond. He noted the many complications in traveling through countries that were in discord and disharmony making it dangerous and difficult. But he also made many references to the wonderful amity in many of the communities he visited. Ibn Battuta as a Muslim religious scholar and worldly traveler would have clearly understood the words that: "Allah has laid out the earth for you like a vast carpet so that you will travel its endless roads"; (one interpretation of a line from the *Koran*), which certainly implies peaceful travel.

This journal article briefly investigates certain travel and tourism policy movements throughout history that portend that global travel in the twenty-first century may be a major factor to a more peaceful world. The article suggests that travel has the potential power to impact in a positive way toward a more peaceful world. In the book *International Tourism Policy* (Edgell, 1990) the beginning of the first chapter notes that: “International tourism in the twenty-first century will be a major vehicle for fulfilling people’s aspirations for a higher quality of life, a part of which will be through ‘facilitating more authentic social relationships between individuals’ and, it is hoped, laying the groundwork for a peaceful society through global touristic contacts. International tourism also has the potential to be one of the most important stimulants for global improvement in the social, cultural, economic, political, and ecological dimensions of future lifestyles. Finally, tourism will be a principal factor for creating greater international understanding and goodwill and a primary ingredient for peace on earth...” This introduction supports the author’s belief that the highest purpose of tourism policy is to integrate the economic, political, cultural, intellectual, and environmental benefits of tourism cohesively with people, destinations, and countries in order to improve the global quality of life and provide a foundation for peace and prosperity.

This philosophy of peace and prosperity through travel is further identified in the book *Tourism Policy and Planning: Yesterday, Today, and Tomorrow* (second edition, co-authored by Edgell and Swanson, 2013). The co-authors noted that: “Tourism cannot flourish without political stability and safety, which are restricted when peace is absent. Without peace, tourism is diminished; therefore, tourism is a beneficiary of peace. Through creating cultural awareness, tourism can be a stimulus for peace...” This augurs well in keeping with the old adage (author unknown) that says “When peace prevails, tourism flourishes.”

## **PEACE THROUGH TRAVEL IN ANCIENT TIMES**

*“The end is not apparent from the very outset.”*

–Herodotus

Peace through travel is not a new idea. While there appears to be no single moment in the history of travel and tourism that pinpoints a sole foundation for the idea of peace through travel there are references to the concept in ancient times. The research for this article begins with information from the book *The Histories* written in 440 BCE (Before the Common Era) by the Greek historian Herodotus (485–425 BCE), a worldly traveler, and travel writer. Herodotus noted that the many city-states of Greece (politically and economically independent communities) were almost continuously at war with each other except during the Olympic Games.

The Olympic Games (Games) began in 776 BCE in Olympia to celebrate and honor *Zeus* (the king of the Greek gods) and were by far the largest international gathering of spectators from differing backgrounds and interests in ancient times. The Games, now known mostly for their athletic contests, in earlier times also included a celebration of the arts, dance, storytelling, and other cultural activities. The athletes (males only in the early Games) were from Greece but the spectators and non-athletic participants represented individuals from many different nations and communities. People traveled long distances, mostly by walking or by donkey, to participate in the most popular festivities of the era, those associated with the Games of ancient Greece.

The problem, as noted previously, was that the city-states of Greece were in perpetual conflict with each other. As a result, the roads to Olympia (and throughout most of Greece) were not safe from bandits and marauders. The kings of the major Greek city-states (often at war with each other) noting the importance of the Games, and in an effort to protect the athletes and travelers to the “Games”, instituted what has become known as *The Olympic Truce* which early on proclaimed that: “May the world be delivered from crime and killing and be free from the clash of arms.” Under the conditions of the *Truce*, warring factions would cease all warfare and hostilities seven days prior to the opening of the Games, during the Games, and seven days after so that athletes, artists, and visitors could travel in total safety to participate in or attend the Games. Unfortunately, this truce expired after the Games and often old conflicts resumed and new ones developed.

Peaceful travel in ancient times was rarely the case for the journeyer. There is ample evidence, as shared by Herodotus, of the difficulty of travel in age-old Greece. The traveler had to have stamina, patience, and an insatiable desire to travel in order to overcome the many obstacles in his path. He prayed for good weather and hoped the treacherous pirates on the high seas or brigands on land would not attack. Travel was so perilous that many travelers, including Herodotus, hoping for peaceful travel, made sacrifices and said prayers to their favorite Gods before embarking on a journey.

## **A FEW GLOBAL LEADERS THAT ADVOCATED PEACE THROUGH TRAVEL**

*“I have long believed, as have many before me, that peaceful relations between nations requires understanding and mutual respect between individuals.”*

—Dwight D. Eisenhower

From ancient times to the present, the world has been in perpetual turmoil. On any given day in the modern world many conflicts are taking place somewhere on the planet. Pirates still exist on the high seas attacking commercial and private vessels. Bandits and terrorists prey on unknowing travelers in many parts of the world. Wars and hostilities are a common occurrence. A question to be asked is what role have world leaders played toward ensuring a more peaceful world through travel. Three global leaders are mentioned below who were notably impacted by the horrors of World War II and who strongly advocated that travel has the potential to be *the language of peace*.

During World War II, General Dwight David Eisenhower, as the Supreme Allied Commander in Europe, witnessed the horrific impact of war on people and cultures and the destruction of much of Europe. Memories of the devastation and suffering that took place during the war haunted him for the remainder of his life. He said that this situation must never happen again. He stated that: “People want peace so badly that someday governments are going to have to get out of the way and let them have it.” After being elected as a U.S. President, he established the non-profit corporation of People to People International (PTPI) on September 11, 1956, with the aim to enhance international understanding and friendship through educational, cultural, and humanitarian travel activities involving the exchange of ideas and experiences of people of different countries and diverse cultures. President Eisenhower felt very strongly that everyday citizens of the world wanted peace and could attain it much more effectively without government

interference. The mission of PTPI: "... is to enhance international understanding and friendship through educational, cultural and humanitarian activities involving the exchange of ideas and experiences directly among peoples of different countries and diverse cultures." In June 2006, PTPI's Student Ambassador Programs became the first organization to receive the Cavaliere per la Pace (Knight of Peace Award). Until very recently, People to People International was led by President and Chief Executive Officer Mary Jean Eisenhower, granddaughter of former President Eisenhower. The outcome of such a program as PTPI is to utilize travel to help create a more peaceful world (Edgell, 2013).

President Eisenhower's administration was followed by that of President John F. Kennedy who also had personally witnessed the atrocities of World War II and saw travel as a direct path toward peace. He endorsed President Eisenhower's PTPI program saying: "The nature of People to People activities is as varied as the individuals involved. The housewife whose recipe contains the yeast of kindness, the soldier whose arms embrace homeless waifs, the doctor who heals with humility, all assert a single theme – the power of people, acting as individuals, to respond imaginatively to the world's need for peace." In addition, in 1963, President Kennedy said, "Travel has become one of the greatest forces for peace and understanding in our time. As people move throughout the world and learn to know each other, to understand each other's customs and to appreciate the qualities of individuals of each nation, we are building a level of international understanding which can sharply improve the atmosphere for world peace."

Another great leader and worldly traveler who also barely survived the barbarous conditions of World War II eventually became Pope John Paul II, known and referred to as the "traveling pope". As pope he completed 104 foreign trips, traveling more than 725,000 miles, more than all the previous popes combined. He believed that if the peoples of the world could interact more frequently and learn about each other's culture they would form a strong human fraternity. His comments on peace through tourism were noted earlier in the introduction to this paper.

## **TWENTIETH CENTURY LANDMARK POLICIES ON PEACE THROUGH TOURISM**

*"Travel and change of place impart new vigor to the mind."*

–Lucius Annaeus Seneca, *De Tranquillitate Animi*, 60 CE-  
Peace and tourism was discussed at many different conferences during the twentieth century. After World War II a new kind of long-term war came into being commonly known as the "Cold War" that included the communist bloc, led by the Union of Soviet Socialist Republics (USSR), and the democratic western bloc led by the United States (US). In July, 1955, in Geneva, Switzerland a meeting was held between US President Dwight D. Eisenhower and USSR Premier Nikita Khrushchev in which it appeared that the cold war was beginning to thaw a little. In his report to the nation after the meeting, President Eisenhower said: "The subject that took most of my attention was the possibility of increased visits overseas by the citizens of one country into the territory of the other nation. In this subject there was the fullest possible agreement between the West and the Soviet Union." Twenty years later, in July/August of 1975 many countries on both sides of the "cold war", including the US and the USSR, gathered in Helsinki, Finland for a Conference on Security and Cooperation in Europe and signed the document known as the *Helsinki Accords*. Peace, security, tourism and human rights were mentioned many times

in the *Helsinki Accords* that acknowledged that freer travel is essential to the development of cooperation and peace.

The world organization that has impacted the most in global tourism policy is the World Tourism Organization (UNWTO). Founded in 1976, UNWTO has a major focus on economic development, international understanding, peace, prosperity, sustainability, and universal respect for human rights and fundamental freedoms through world tourism policies. With a membership that includes 156 countries, six associate members and more than 400 affiliate members representing governments, the private sector, educational institutions, tourism associations, and local tourism authorities, UNWTO promotes the concept of peace through tourism at its general assembly meetings, as well, as through conferences and additional mediums of communication.

An early international tourism policy conference sponsored by the UNWTO took place in Manila, Philippines, September 27 October 10, 1980. This was a particularly important gathering as it was the first comprehensive meeting on global tourism policy since the UNWTO was established. As was true in the *Helsinki Accords*, likewise the *Manila Declaration* mentioned “peace” and “security” many times including on the document’s first page: “**Considering** that world tourism can develop in a climate of peace and security which can be achieved through the joint effort of all States”... **Convinced** that world tourism can be a vital force for world peace and can provide the moral and intellectual basis for international understanding...”

Another important tourism policy document that also includes several references to peace through tourism is the *Tourism Bill of Rights and Tourism Code* which was adopted by the Sixth General Assembly of the UNWTO in Sofia, Bulgaria in September 1985. Article X of the *Code* states: “Tourists should, by their behavior, foster understanding and friendly relations among peoples, at both the national and international levels, and thus contribute to lasting peace.”

In sequential order, the next major conference was titled “The First Global Conference: Tourism – A Vital Force for Peace” convened in Vancouver, British Columbia, Canada, October 23 - 27, 1988. It was the first major event of the International Institute For Peace Through Tourism as described in detail later in this article. Emanating from this conference was a document referred to as *The Columbia Charter*. It expressed: “...the urgent reality that peace is an essential precondition for tourism...promotes tourism which is in harmony with the world’s natural and cultural resources...advocates the development of educational systems both in institutions and in the community, in which everyone from industry leaders and government, to individual tourists, can learn the possibilities and the value of tourism as a force for peace.” While the charter is generally thought of as a “peace through tourism” document, it also addresses other important sustainable tourism concerns, for example:

- “promotes mutual understanding, trust and goodwill
- reduces economic inequities
- develops in an integrated manner with the full participation of local host communities
- improves the quality-of-life
- protects and preserves the environment, both built and natural, and other local resources
- contributes to the world conservation strategy of sustainable development”

These elements, generally essential for “peace through tourism”, set the stage for a broader discussion of the need for strong tourism policies to better support *travel... the language of peace*.

Last in this particular series of international tourism conferences, with references to “peace through tourism”, is *The Hague Declaration on Tourism*. In April 1989, the Inter-Parliamentary Union - a world organization of 112 national parliaments, and the UNWTO sponsored a major tourism conference in The Hague, Netherlands. *The Hague Declaration on Tourism* begins with: “All Governments should work towards ...international peace...essential to the development of...international tourism.” The document discusses a broad framework of tourism policies ranging from Principle I “The Place of Tourism in Economic and Social Development”, Principle II “The Facilitation of Tourism and Tourist Travel, Visits and Stays”, Principle III “The Security and Protection of Tourists, Tourist Sites and Facilities, to Principle IV “Methods of Action by Parliaments and Follow-up Measures” supportive of peaceful tourism.

There have been many additional conferences over the years related to peace through *travel and tourism* but those mentioned above certainly created a strong interest in this subject matter after World War II. Some of the important work in the modern era for peace through tourism is embedded in work that is being accomplished by the *International Institute for Peace Through Tourism* as introduced later in this article.

## **NEW AVENUES OF PEACE THROUGH TRAVEL: THE TWENTY-FIRST CENTURY**

*“The fundamental experience of tourism – visiting a new place and meeting its people and culture – is a transformative aspect that defines tourism’s role as an agent of peace.”*

–Taleb Rifai, Secretary General, World Tourism Organization-

Organizations like the World Tourism Organization, The International Institute For Peace Through Tourism, and People to People International, founded in the twentieth century, and described elsewhere in this article, continue to work diligently in the twenty-first century for peace through travel and tourism. A significant new imprint of peace through travel and tourism in the new millennium includes the *Journal of Tourism and Peace Research* launched in 2010. Researchers interested in the subject matter of peace as it relates to travel, tourism, and hospitality have a new avenue to express their views on the broad ramifications of “tourism and peace research”.

In addition, in 2010 an important book titled *Tourism, Progress and Peace* became available to researchers and others interested in a wide range of topics on tourism and peace. This book set the stage for a better understanding of the ingredients necessary in the quest for a more peaceful world through the medium of travel and tourism. The book provides new information and concepts to help researchers establish a solid foundation in peace education as it relates to travel and tourism.

More recently, in January 2014 the book titled *International Handbook on Tourism and Peace* became available. This book was a collaboration of efforts by the UNWTO and the Government of Austria. It contains contributions from experts around the world and provides an overview of important areas of tourism as a potential tool in peace-building efforts. The book was published by the Centre for Peace Research and Peace Education of the Klagenfurt University (Austria) in cooperation with the UNWTO.

## **THE INTERNATIONAL INSTITUTE FOR PEACE THROUGH TOURISM**

*“Travel is fatal to prejudices, bigotry, and narrow-mindedness.”*

*–Mark Twain, Innocents Abroad-*

Possibly the most important and influential international organization dedicated to the concept of “peace through tourism” is the International Institute For Peace Through Tourism (IIPT) founded by Louis D’Amore in 1986 during the “United Nations International Year of Peace”. Its mission statement includes: “The IIPT is a not for profit organization dedicated to fostering and facilitating tourism initiatives which contribute to international understanding and cooperation, an improved quality of environment, the preservation of heritage, and through these initiatives, helping to bring about a peaceful and sustainable world.”

Initially, IIPT held three major international peace through tourism conferences starting with Vancouver, Canada in 1988, Montreal, Canada in 1994, Glasgow, Scotland in 1999 and many smaller meetings all of which brought together global travel and tourism leaders to discuss and formulate ideas and programs that would lead to a more peaceful world through the medium of travel. The discussions at these various venues laid the groundwork for the “First Global Summit on Peace through Tourism” held in Amman, Jordan, November 8-11, 2000.

The *Amman Declaration on Peace Through Tourism* is possibly the most important recent statement linking peace and tourism and includes: “...that peace is an essential precondition for travel and tourism and all aspects of human growth and development...” and that “...Do hereby declare our commitment to building a Culture of Peace through Tourism...” The “Culture of Peace through Tourism” includes numerous principles supporting a broad dialogue on peace related to the tourism industry. Since the Amman summit, there have been other global conferences continuing to build on the initial foundation of peace through tourism. There have also been many new developments as for example, the Global Peace Parks Program.

In addition, the IIPT introduced the *Credo of the Peaceful Traveler* that embraces this article’s theme *Travel and Tourism, the Language of Peace*. The script of the *Credo* reads: “Grateful for the opportunity to travel and experience the world and because peace begins with the individual, I affirm my personal responsibility and commitment to:

- Journey with an open mind and gentle heart
- Accept with grace and gratitude the diversity I encounter
- Revere and protect the natural environment which sustains all life
- Appreciate all cultures I discover
- Respect and thank my hosts for their welcome
- Offer my hand in friendship to everyone I meet
- Support travel services that share these views and act upon them and,
- By my spirit, words and actions, encourage others to travel the world in peace.”



## **THE UNITED NATIONS MILLENNIUM DEVELOPMENT GOALS AND TOURISM**

*“Out of the future that is not yet, into the present that is just beginning, back to the past that no longer is.”*

–St. Augustine-

The United Nations (UN) is the global body that has accepted the world’s leadership role in advocating policies and programs aimed toward equality, equity, human rights, peace, and sustainability, all essential factors for the peace and general wellbeing of the universe. The UN promotes numerous activities that support the foundation for a more peaceful world. At the Millennium Summit in 2000 the UN identified world poverty alleviation as one of the most important and challenging issues. The 189 member states supported the UN in setting as one of its goals “to free humanity from extreme poverty, hunger, illiteracy and disease by 2015.” Such goals are indispensable to establishing world peace and hence, growth in tourism.

The UN called upon all of its organizational units to help with programs aimed to reduce poverty, including the UN’s specialized agency, the UNWTO. As noted earlier, the UNWTO is the principle global tourism policy body that promotes responsible, sustainable, and universally accessible tourism as well as international understanding and peace. The UNWTO fully endorsed the idea of using tourism as a mechanism for poverty reduction, principally through economic development in small – and medium-size enterprises in poverty-stricken countries.

The UNWTO responded to the UN goal with recommendations for action in its “Tourism and Poverty Alleviation” report. The initiative cited in the report suggests that one approach toward poverty alleviation should take place through the provision of assistance in sustainable tourism development projects. The UNWTO has in Part 3 of its conceptual definition of sustainable tourism to “Ensure viable, long-term economic operations, providing socioeconomic benefits to all stakeholders that are fairly distributed, including stable employment and income-earning opportunities and social services to host communities, and contributing to poverty alleviation.” This effort depends on and supports the contribution that tourism can make toward a more peaceful world.

A peaceful world also makes it easier for utilizing tourism as an economic development tool in the poorer nations of the world. Thus, the more peaceful the world, the greater are the opportunities for helping to reduce poverty. Areas of the world where conflicts are taking place tend to exacerbate the problems of the poor. If the UN can realize its goals, with the support of UNWTO and other organizations, the basic elements for a more peaceful world will have been achieved. Changing society to better respond to world social responsibilities is complicated but the UN is on the right path. To create a global environment where the majority of the people can grow, thrive, and live in peace and prosperity has been a challenge for a long time. Travel, as the *language of peace* has a major role to play in helping the UN to reach its goals.

## **CONCLUSION**

*“A guest never forgets the host who had treated him kindly.”*

–Homer, *The Odyssey*, 9th century BCE-

This short article suggests that peace and travel have interesting and essential conceptual ties. Traveling to foreign lands and learning about other cultures can lead to greater understanding and cooperation between guests and hosts which may eventually lead to a more peaceful world. The tourism industry depends on a more peaceful world in order to have quality growth in travel and tourism. What is critically needed at this juncture is a greater emphasis by world leaders and others to emphasize tourism policies and strategic plans that promote and cultivate the ingredients necessary for a more peaceful world.

The author of this article first became acquainted and interested in tourism policy and its relationship to peace after reading a letter addressed to U.S. President Dwight D. Eisenhower as written by U.S. Presidential Assistant Clarence B. Randall in his 1958 report on *International Travel*. Presidential Assistant Randall stated that: "I hold the strong conviction that tourism has deep significance for the peoples of the modern world, and that the benefits of travel can contribute to the cause of peace through improvement not only in terms of economic advancement but with respect to our political, cultural, and social relationships as well." This message is as valid today as it was when written fifty-six years ago.

International travel is vital to global trade. The absence of peace disrupts world trade and when global trade is disrupted, travel declines, which then leads to a decline of global Gross Development Product which in turn leads to greater world poverty. Therefore, tourism benefits from peace and the global economy benefits from tourism development. International tourism, through effective policies and plans, has the potential to be one of the most important stimulants for global improvement in the social, cultural, economic, political, and ecological dimensions of future lifestyles. In other words, *travel is truly the language of peace*.

The interests in the contribution of travel and tourism to a more peaceful society have been expressed in many different ways in the different sections of this article. The opportunity that tourism offers for positive economic, environmental, and social benefits toward a more peaceful world for tomorrow will depend on the decisions being made today. We can plan well for the development of peace through travel or let it happen haphazardly and hope for the best. As noted earlier in this document: "Ultimately, the highest purpose of tourism policy and planning is to integrate the economic, political, cultural, intellectual, and sustainability benefits of tourism cohesively with people, destinations, and countries in order to improve the local and global quality-of-life and provide a foundation for peace and prosperity."

## **AN ADDENDUM TO THE CONCLUSION**

*"The road of life can only reveal itself as it is traveled; each turn in the road reveals a surprise. Man's future is hidden."*

—Source Unknown—

It is time for the world to develop, advocate and adopt an "international language" to help plant the seeds of peace through travel. It is well known that such an endeavor has been tried, unsuccessfully for many years. From about 1827 until 1880 four international languages received some interest and publicity: Solresol, Communicationssprache, Universalglot, and Volapuk. For numerous reasons, too lengthy to discuss in this article, these languages and most others introduced later failed miserably.

However, it is important to mention that one attempt at an international language did become somewhat popular and continues to be used by its advocates today: *Esperanto* first developed in 1887 by L. L. Zamehof. In today's world there are thousands (maybe even millions) of speakers of *Esperanto*. Most attempts at developing an international language fail because they are often "cultural-based". However, Esperantists created their own culture, philosophy and spirituality. While the League of Nations in 1922 failed to have *Esperanto* to be taught in member nations' schools, it did come closest to the possibility of becoming adopted as an international language.

Many internationalists believe that today is the time to begin a serious research effort into the development of a new international language. We know why past attempts at developing an international language have failed. Presently, more than ever before, we are truly a global society that needs an international language. In addition, we have more and better experts in linguistics than ever before; we have and are continuing to introduce new computer technology that lends itself to international communication; and we know that sometimes international communications and agreements fail or are misunderstood because of language interpretations that go awry. International travelers also create their own problems in foreign countries because they are unable to communicate with local people or authorities and, hence, say or do things unintentionally that are offensive to the local population. Thus, if international travelers "...cultures of all lands...could communicate more effectively as they travel, "...the seeds of peace, for travel is the language of peace" would likely have a greater opportunity for success.

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