



INTERNATIONAL INSTITUTE FOR **PEACE** THROUGH TOURISM
INSTITUT INTERNATIONAL POUR LA **PAIX** PAR LE TOURISME

October Special Edition 2017



6 - 8 Nov 2017

**world[®]
travel
market**

London

IIPT TO HONOR "GLOBAL AMBASSADORS OF PEACE THROUGH TOURISM" AT WTM LONDON

The International Institute for Peace Through Tourism has chosen seven outstanding people from the world of travel and tourism to honor as "Global Ambassadors of Peace Through Tourism" at World Travel Market, London. The event will be held on **Monday 06 November at Platinum Suites 3 & 4 from 2.45 to 4.00 pm. and is open to all registered delegates at WTM.**



The theme is "***Tourism – A Catalyst for Peace***" and Dr. Taleb Rifai, Secretary General UNWTO, will be the main Guest of Honor and featured Keynote speaker.

Supported by "Incredible India" and the UNWTO, the Awards are sponsored by Cox & Kings.





Speaking on the rationale of the Awards, Ajay Prakash President of IIPT India says, “Tourism and Peace are inextricably linked. Such a large industry has the power to shape the world and it is time to focus this power and harness the collective financial, political and moral resources of the travel & tourism industry and make it count. Because tourism is such a people-centric activity it’s important to recognize and honor the people who have devoted their energies to champion sustainable tourism practices that go beyond the commercial interest and embrace the higher paradigm of tourism – to nurture and save the planet and its people.”

Founded in 1986 by Louis D’Amore, IIPT is built on two very simple but powerful premises: That tourism can become the world’s first global Peace Industry. Through global summits, conferences, the IIPT Global Peace Parks initiative, IIPT Travel for Peace Campaign, consultations with governments and the UNWTO, IIPT has worked conscientiously over the last 30 years to make peace an integral part of the tourism ecosphere.

The IIPT Global Ambassadors of Peace Through Tourism Award Recipients are:

HRH Princess Dana Firas of Jordan – Chairperson of the Petra National Trust & UNESCO Goodwill Ambassador

David Scowsill – CEO EON Reality & Immed. Past President & CEO, World Travel and Tourism Council (WTTC)

Fiona Jeffery OBE– Director, Just a Drop Foundation

Costas Christ – CEO, Beyond Green Travel; Sustainability Strategist, Virtuoso & Senior Advisor, National Geographic

Geoffrey Lipman – Director, Green Growth & Travelism Institute & Co-Founder SunX Foundation

Dr. Mario Hardy – President and CEO, Pacific Asia Travel Association, PATA

Anita Mendiratta – Managing Director, CACHET Consulting, Tourism author & thought leader



HRH Princess Dana Firas



David Scowsill



Fiona Jeffery OBE



Costas Christ



Dr. Mario Hardy

Anita Mendiratta

Geoffrey Lipman

Each one of the chosen Ambassadors has had an illustrious and successful career in advocating for responsible tourism and each, through their lives and work, embodies the founding principles of IIPT.



Capping the ceremony, IIPT will confer the **Lifetime Award on Dr. Taleb Rifai, Secretary General UNWTO as a “Global Man of Peace Through Tourism.”**

Louis D’Amore, Founder and President of IIPT stated, “IIPT is privileged and grateful to pay tribute to Dr. Taleb Rifai for his global leadership these past eight years. We have been most honored to have Dr. Rifai grace the stage at IIPT World Travel Market events as our featured keynote speaker over the past several years – and to have his unwavering support for IIPT initiatives in our mission to make the travel and tourism industry – the world’s first global peace industry.”

Commenting on the awards, Peter Kerkar Group CEO of Cox & Kings, presenting sponsors of the IIPT Global Ambassadors of Peace Through Tourism Awards says, “Cox

& Kings is the longest established travel company in the world, having marked its 250th anniversary in 2008 we’ve come a long way through all kinds of times. The world has changed enormously over the last 250 years but the basic human values of love, hope, happiness and harmony are constant. Tourism has the power to connect people and can be a powerful tool for global peace. Cox & Kings is proud to partner with IIPT in this initiative to acknowledge some of the finest people in our industry.”

About IIPT

The International Institute for Peace through Tourism (IIPT) is a not for profit organization dedicated to fostering travel and tourism initiatives that contribute to international understanding, cooperation among nations, an improved quality of environment, cultural enhancement and the preservation of heritage, poverty reduction, reconciliation and healing wounds of conflicts; and through these initiatives, helping to bring about a peaceful and sustainable world. It is founded on a vision of the world’s largest industry, travel and tourism – becoming the world’s first global peace industry; and the belief that every traveler is potentially an “Ambassador for Peace.”

For more information: IIPT Website: www.iipt.org Tel: (315) 507-4059 Email: ljid@iipt.org