

Tourism: A Tool for Peace and Intercultural Understanding



Posted on [March 30, 2012](#)

Every person and every place are unique in their culture, and this uniqueness is one of the driving forces behind the global increase in tourism. In 2012, 1 billion tourists are expected to travel the world; that number has been consistently growing over the years and is forecasted continue increasing. As a result, tourism—a major socioeconomic activity of our times—provides livelihoods and creates jobs for millions of people in communities around the world.

Among the many motivations for travelling, experiencing different ways of life, visiting cultural sites, and discovering new food and customs rank high on traveller's list. With millions of people travelling across the world each year, never before have so many people been to so many places, nor have they been exposed to this many other cultures. This interaction between individuals and their host communities, each group with their own diverse culture, can contribute in incredible ways to tolerance, respect and mutual understanding—the building blocks for a more peaceful world.

We invite you to explore this budding concept through the experience and insight of tourism practitioners and conflict resolution professionals. Join us for a unique dialogue with Mr. Taleb Rifai, Secretary General of the World Tourism Organization, a Specialized Agency of the United Nations; followed by a panel discussion on the topic with Secretary-General Taleb Rifai; David

Schmidgall, pastor at the National Community Church; and Rabbi-Dr. Marc Gopin of MEJDI Tours moderated by National Geographic Emerging Explorer Aziz Abu Sarah.

Questions and networking reception to follow.

Location: National Geographic Society Hubbard Hall

1145 17th Street N.W.

Washington, D.C. 20036

Time: Friday, April 6, 3 p.m. to 5:00 p.m.

RSVP by April 3, 2012 to events@mejdi.net. Space is very limited.

[Visit event's website](#)

[MEJDI](#) and [UNWTO](#) are collaborating in the frame of the [Intercultural Innovation Award](#), a partnership between the [UNAOC](#) and the [BMW Group](#). [MEJDI Tours](#) was awarded first-place in the 2011 awards.

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