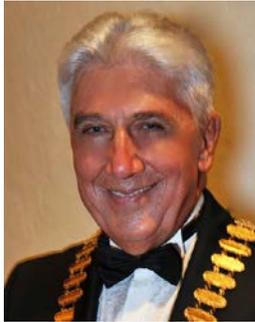




IPT International Institute for Peace through Tourism
Institut International pour la Paix par le Tourisme

FOR IMMEDIATE RELEASE



**Skål International President Salih Cene to be
Keynote Speaker at IPT World Symposium
honoring the legacies of Nelson Mandela,
Mahatma Gandhi and Martin Luther King, Jr.**

Stowe, Vermont, USA - 2 December 2014 – IPT Founder and President, Louis D'Amore announced today that Salih Cene, President of Skål International will be a keynote speaker at the ***IPT World Symposium: Cultivating Sustainable and Peaceful Communities and Nations Through Tourism, Culture and Sports***, to be held February 16-19, 2015, at Emperors Palace, Ekurhuleni, South Africa.

The interactive and action oriented Symposium will honor the legacies of the world's three Champions of Peace and Non-Violent Resistance: Nelson Mandela, Mahatma Gandhi and Martin Luther King, Jr. with the aim of affirming their legacies by building bridges of tourism, friendship and peace in regions throughout the world.

Skål International is the world's largest organization of travel and tourism industry professionals with 17,000 members in 400 Clubs in 87 countries uniting all sectors of the industry in promoting responsible global tourism and friendship since the formation of its first club in Paris in 1932.

President D'Amore added, "We are most honored that Mr. Salih Cene has agreed to join us as a keynote speaker. His participation emphasizes the

importance that Skai International has placed on the role of travel & tourism as a driver of peace and promoting broader cultural understanding.”

The Symposium, endorsed by Archbishop Desmond Tutu, will also commemorate the 50th Anniversary of the African Union, 20 years of South African Democracy and 50th Anniversary of Civil Rights Legislation in the U.S.

Other keynote speakers will include: Dr. Taleb Rifai, Secretary General, UN World Tourism Organization (UNWTO); David Scowsill, President and CEO, World Travel and Tourism Council (WTTC); Hon. Derek Hanekom, Minister of Tourism, South Africa (Invited); Hon. Alain St. Ange, Minister of Tourism, Seychelles; Amb. Yamina Karitanyi, Head of Tourism and Conservation, Rwanda (Invited); Martin Craigs, (until recently) CEO, Pacific Asia Travel Association (PATA); Mrs. Wahida Jaiet, Managing Director, Tunisian National Tourism Office (TNTO) (invited); Geoffrey Lipman, President, International Coalition of Tourism Partners (ICTP); Mok Singh, Skai International President (2012 – 2013) and IPT International Advisory Board member; and Hiran Cooray, Director, Sri Lanka Tourism Development Authority, Chairman, Jetwing Hotels Ltd. and Past Chairman of PATA (invited).

The Symposium has two basic aims: to identify strategies and best practice in cultivating productive, sustainable, peaceful and welcoming communities through tourism, culture and sports; and to determine lessons learned from countries that have experienced conflict and the potential roles of tourism, culture and sports in reconciliation and post-conflict socio-economic re-development.

Concurrent sessions will feature (real life) success stories illustrating the Symposium theme presented by leading experts and practitioners from different regions of the world.

Design of the Symposium will be highly interactive with international experts in community development, community tourism, sports, culture and peace engaging with delegates in the exchange of experiences and ideas; and Ministers of Tourism from countries that have experienced conflict sharing their insights and suggestions related to strategies for reconciliation and healing wounds of conflict and best practices in harnessing tourism, culture and sports in the re-development process.

As with past IIPT Conferences and Summits, Pre-Symposium Events will include a full day Educators Forum and full day Student/Youth Leadership Forum. Also planned are a full day community tourism workshop and half day Media workshop.

A special joint initiative of IIPT and Skål International leading up to the Symposium is the IIPT/Skål Cities, Towns and Villages of Peace program. Municipalities throughout the world are invited to dedicate themselves as IIPT/Skål Peace Cities, Towns or Villages and by doing so agreeing to be actively committed to promoting values of tolerance, non-violence, gender equality, human rights, youth empowerment, environmental integrity, and sustainable human, social and economic development. They also agree to dedicate an IIPT/Skål “Peace Park” as a living legacy of the municipality’s commitment to peace and a healthy environment.

Skål International encourages each of its Clubs to have its local municipality dedicated as an IIPT/Skål City, Town or Village of Peace. For more information, please contact Louis D’Amore, email: ljd@iipt.org.

Symposium Host Partners are: South Africa Tourism, the Metropolitan Municipalities of Ekurhuleni and Johannesburg, Gauteng Province, South African Airways and Emperors Palace.

Symposium Partners are the UN World Tourism Organization (UNWTO); World Travel and Tourism Council (WTTC); Skål International; Pacific Asia Travel Association (PATA); Africa Travel Association; and International Coalition of Tourism Partners (ICTP).

More information is available on the IIPT website: www.iipt.org and the IIPT December newsletter:

<http://www.iipt.org/newsletter/2014/december.html>

To register for the Symposium, please visit the IIPT Symposium website <http://www.iiptsymposium.com/> - **Please Note - Early bird registration closes 12 December, 2014.**

We look forward to your participation with us in “Building a Culture of Peace through Tourism, Culture and Sport. February 16-19 in Johannesburg, South Africa.

About International Institute for Peace through Tourism (IIPT)

IIPT is dedicated to fostering and facilitating tourism initiatives that contribute to international understanding and cooperation, an improved quality of environment, the preservation of heritage, poverty reduction, and the resolution of conflict - and through these initiatives, help bring about a more peaceful and sustainable world. IIPT is dedicated to mobilizing travel and tourism, the world's largest industry, as the world's first "Global Peace Industry," an industry that promotes and supports the belief that "Every traveler is potentially an Ambassador for Peace."

Website: www.iipt.org