

Ibn Battuta

UNITY IN DIVERSITY: WHEN TRAVELERS BECOME AMBASSADORS OF PEACE

Tangier, Morocco – The Moroccan Association of Ibn Battuta takes visitors on a cultural world tour during the second edition of International Festival of Ibn Battuta.

On 9 to 12 November 2017, the streets of Tangier will turn into a festive city filled with an international display of talents, arts, culture and friendly smiles. Inspired by the journey of the Great Ibn Battuta, visitors can experience traveling the world in less than a week, exploring into an atmosphere of cultural exchanges and finding inspiration for the next travel adventure.

Mohamed Dekkak, the Honorary Chairman of the association, says the theme – “Travelers, the Ambassadors of Peace”, was chosen to promote how the culture of traveling can be a driver of PEACE. As travel widens a person’s understanding of the world, the festival encourages travelers into playing the role as ambassadors of peace and to have a deeper understanding of the vast cultural diversities.

The association President Aziz Benami states, “This event is an excellent opportunity to shed light on Ibn Battuta’s travels, and adventures. It’s also a great chance to present the ideas he developed after his travels that convey values such as wisdom and courage, which made him an outstanding character.”

Also known as “The Prince of Travelers”, the festival associates Ibn Battuta’s journey to the event’s theme. Having traveled far and long, the Muslim explorer believed that when it comes to attaining world peace, acceptance and awareness are key. He has shared valuable insights on the travel community, putting a strong emphasis on cultural respect and understanding.

The festival is presented by the Moroccan Association of Ibn Battuta, a nonprofit international association that values creative, ethical and progressive action aimed at the improvement of tourism in Tangier and in Morocco. It considers the culture of traveling as the ultimate purpose of development.

ABOUT THE INTERNATIONAL FESTIVAL OF IBN BATTUTA:

The International Festival of Ibn Battuta seeks to promote the culture of world travel. The event will be combining information, activities, and entertainment through a series of social activities such as conferences, carnival parades, film shows, street art and exhibitions, gala dinner and much more. Anticipating hundreds of international guests and sponsors, this will foster the cultural and tourism developments of Tangier and Morocco. Additional information can be found at <https://ibnbattuta.ma/>

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