



UNITED NATIONS



IIMSAM-NEWS-BULLETIN #0020264 RELEASED - OCT - 4 - 2023 NY-EST.

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2023 - UNITED NATIONS INTERNATIONAL YEAR OF DIALOGUE AS A GUARANTEE OF PEACE
2023 - AÑO INTERNACIONAL DE LAS NACIONES UNIDAS DEL DIÁLOGO COMO GARANTÍA DE PAZ
A/RES/77/32



EXO - HUMANITARIAN ACTIVITIES

THE GADARA IIMSAM INITIATIVE HAS MARKED WORLD TOURISM DAY WITH A DISTINCTIVE JORDANIAN TOUCH. IN LINE WITH THE THEME OF TOURISM AND GREEN INVESTMENT.



The initiative has taken a noteworthy step towards improving cultural understanding and communication between tourists and locals. A special event was organized at the Citadel and the Roman Theater in the Jordanian capital, Amman, where visitors from other countries were given traditional Jordanian "Shemagh" scarves. (LEFT-PHOTO) His Excellency Faraj Al-Omari, the founder of the initiative and IIMSAM Goodwill Ambassador, expressed his pride in the unique celebration of World Tourism Day. The initiative's goal is to promote Jordanian culture and heritage, making visitors feel welcome and connected to this marvelous country.

The Jordanian shemagh holds significant cultural importance and is intertwined with many local occasions and traditions. Gadara Initiative hopes to introduce the world to the beauty and depth of Jordanian culture by distributing these scarves to tourists. The event witnessed a great response from visitors who proudly donned the Jordanian "Shemagh" and walked

through the streets of Amman, creating an atmosphere of joy and cultural exchange

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between different cultures. This initiative is part of Jordan's efforts to attract tourists and promote tourism in the country, reflecting the steadfast dedication of the Gadara Initiative to enhancing global cultural communication and understanding. We hope that Gadara IIMSAM Initiative continues to offer such beautiful initiatives and fosters cultural and tourist communication in the future."

