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## Recognition for Fauzi Azar Inn at the Virgin Holidays Responsible Tourism Awards 2011

**Fauzi Azar Inn** has won the **Best Accommodation for Local Communities** category at this year's Virgin Holidays Responsible Tourism Awards organized by responsibletravel.com.

The judges said "This 200 year-old Arab mansion-turned guest house is the vision of Maoz Inon. Set in the old town of Nazareth, the largest Arab city in Israel, the opening of the Inn has helped to facilitate interaction between tourists and locals – part of Maoz' goal to transform a neglected area through tourism and promote communication across boundaries of race and religion in the Middle East. The Inn has designed, produced and distributed 50,000 maps of Nazareth to enable exploration of the old town, and organizes a free tour experienced by 2,500 people per year."



At a ceremony hosted at World Travel Market (WTM), Docklands, London, on Wednesday 09<sup>th</sup> November, the Awards were handed out by Justin Francis, managing director of responsibletravel.com, organizers and founders of the Awards, and Amanda Wills, managing director of Virgin Holidays, headline sponsor of the Awards. Justin Francis, founder of The Responsible Tourism Awards and managing director, responsibletravel.com, organizers of the Awards said:



*Suraida Shomar Nassar accepting the award*

"Right now it's tough times for business – industries the world over are facing difficult questions from a public who want to know if business can be a force for good. Tourism is no exception, and thankfully our winners are on hand with the answers. Where travelers ask for authenticity, our winners are there with genuine experiences. Where destinations ask 'what's in it for me', our winners share the benefits."

"We are thrilled to receive this award in recognition of our community impact," said Suraida Shomar Nassar, manager of the Inn and granddaughter of the original owner of the house for whom the Inn is named. "It has been our privilege to serve the local community of Nazareth as well as travellers from around the world."

Amanda Wills, managing director, Virgin Holidays, headline sponsor of the Awards said:

"For the fifth year running, Virgin Holidays is honored to be involved in celebrating the humbling and hugely inspiring winners of these awards. Everyone in the travel industry can and should learn from them and seek ways we can work together to make a meaningful and ongoing commitment to responsible travel. The example set by the winners shows that fairness in travel can be good for us, good for our customers and suppliers, and most of all good for the communities and destinations with which we work."

Launched in 2004, the Awards are run in association with partners World Travel Market, Metro Newspaper and Geographical Magazine. For a full list of finalists, see [www.responsibletourismawards.com](http://www.responsibletourismawards.com)

This year, travellers can read the winners' inspiring stories as well as other news and holiday ideas in the world's first app for green, responsible tourism: r:travel, in association with the South Australian Tourism Commission. Visit [www.responsibletravel.com/awards/app](http://www.responsibletravel.com/awards/app) (free of charge).

### About The Virgin Holidays Responsible Tourism Awards

The Awards are the most competitive of their kind in the world and are a collaboration between online travel directory responsibletravel.com who founded and organize the Awards; UK media partners Metro Newspaper and Geographical Magazine, and World Travel Market who host the presentation event. The central tenet of the Awards is that all types of tourism - from niche to mainstream - can and should be operated in a way that respects and benefits destinations and local people.

### About Responsibletravel.com:

Responsibletravel.com is the world's leading company for responsible holidays. In 2011 the company celebrates its 10th birthday and has sold \$100million worth of holidays since it launched. The site works with over 1,000 tourism suppliers to help market over 4,000 richer, deeper and more locally distinctive travel experiences that are better for destinations and local communities.

Whether you're after an action-packed adventure, a relaxing beach escape or a charming countryside getaway closer to home, there's something to suit all tastes and budgets.

Co-founder, Justin Francis launched the site with backing from Dame Anita Roddick in 2001 and since then has been included in Courvoisier's The Future 500, Thames and Hudson's 60 Innovators Shaping Our Creative Future and taken his place on the Advisory Board of The International Centre for Responsible Tourism at Leeds Metropolitan University. Based in Brighton, England, [responsibletravel.com](http://responsibletravel.com) also campaigns for positive change in the travel and tourism industry.

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**About the Fauzi Azar Inn**

The Fauzi Azar Inn is a 200 year-old Arab mansion-turned-guesthouse, offering both dormitory beds and private rooms in a unique old-world atmosphere. Hailed by Lonely Planet in 2010 as "one of the highlights of a stay in the Galilee" and "a great base for touring major sites of the Galilee," the Fauzi's style is intimate and relaxed, with a warm atmosphere where guests and staff can meet to share travel stories and tips. More information is available at [www.fauziazarinn.com](http://www.fauziazarinn.com) and [facebook.com/fauziazarinn](https://facebook.com/fauziazarinn).

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