

The Culinary Route of Tunisia in the spotlight at the International Conference on Creative and Culinary Tourism on November 28 in Tunis

The Culinary Route of Tunisia will take center stage at the first international conference on creative and culinary tourism, organized by the Creative Tourism Network® on November 28 in Tunis. The aim of this event is to highlight the essential role of gastronomic tourism in diversifying the offer of all types of destinations, through a sustainable model.



Culinary, creative, regenerative tourism... The new demands of responsible travelers in search of authenticity and human values offer destinations – and Mediterranean destinations at that – the opportunity to reinvent themselves by diversifying their offer through the co-creation of experiences linked to intangible heritage and local know-how.

Tunisia is a perfect example of this, with projects such as the creation of The Culinary Route of Tunisia positioned as a sustainable tourism destination, not only for the quality of its offering, but also for the value chains generated throughout the co-creation process with local communities.

The International Conference on Creative and Culinary Tourism, organized in Tunis, aims to highlight experiences of oenogastronomic tourism from various countries, the challenges encountered during these processes, but above all to open up debates and exchanges with national and international experts and professionals, aware of these paradigm shifts.

As a result, the conference will be practical, inclusive and experiential, with analyses taking into

account both supply and demand, and will feature inspiring examples for experience creators, intermediaries and destinations alike.

These panels will be complemented by time for exchange and networking in an immersive, creative and gustatory setting, encouraging the active participation of all participants.

Pre-registration