The Culinary Route of Tunisia celebrates World Tourism Day by showcasing the experiences created by its local Ambassadors!





Wednesday September 27 saw the official launch of the digital platform for *The Culinary Route of Tunisia*, as part of the initiatives promoted by the World Tourism Organization (WTO).

We couldn't imagine a more emblematic date for this inauguration than the World Tourism Day, which this year is dedicated to the "Green tourism", defined by the UNWTO as: *"Tourism that can (...) provide opportunities for people and improve resilience, to accelerate climate action and move towards greater sustainability for the planet, or to ensure shared prosperity based on innovation and entrepreneurship".*

It is precisely these virtues that characterize The Culinary Route of Tunisia, a project that aims to

showcase the richness of Tunisia's culinary heritage through a range of culinary activities. experiences, co-created by local players from a variety of sectors civil society, agriculture, crafts, catering, creative industries and tourism.

Travelers in search of authenticity will be able to learn how to prepare harissa in Cape Bon, make their own cheeses in the North-West, take part in oenological activities in the North, discover the food and cosmetic virtues of olive oil in the Centre and Dahar, learn the ancestral techniques of octopus fishing in the Kerkennah Islands, or show off their agility by taking part in the pollination of dates from the top of a palm tree in the South-West.

As with any tasty recipe, the Route also incorporates other products emblematic of Tunisian and Mediterranean cuisine in general!

However, the platform inaugurated today is only the visible part of a process which, thanks to an inclusive vision of tourism, support for local players in the form of training, personalized accompaniment, and international promotion of incubated projects, encourages the creation of a value chain across all territories, while positioning Tunisia as a destination for green and sustainable tourism.

In this way, the Culinary Route now represents a virtuous tourism model, satisfying a large number of the Sustainable Development Goals of the United Nations Agenda 2030, notably in terms of respect for natural, economic and social ecosystems, by making culinary knowledge new drivers of attractiveness.

In fact, the next few weeks will be dedicated to promoting the platform and its experiences at international events such as the B2B trade show. Top Resa in Paristhe World Tourism Organization's Gastronomic Tourism Forum in San Sebastian (Spain), or the World Travel Market London, among other actions and campaigns.

The Culinary Route of Tunisia is supported by the "Promotion of Sustainable Tourism" project implemented by the Ministry of Tourism with the support of GIZ and jointly funded by the German Federal Ministry for Economic Cooperation and Development (BMZ) and the European Union as part of its "Tounes Wijhetouna" program.