

The International Conference on Culinary and Creative Tourism, which took place on November 28, 2023 at Tunis, has been the consecration of numerous individual and collective projects which, over the last few months, have strengthened Tunisia's positioning as one of the world's leading destinations for sustainable tourism.

This event was part of the project

The Culinary Road of Tunisia


(*) project, whose aim is to convert Tunisia's rich culinary heritage into an experiential tourism offering that will appeal to new travelers in search of authenticity.

An approach to circular economy supported by the United Nations Agenda 2030, and welcomed by Ms Sandra Carvao, Director of Tourism Market Intelligence and Competitiveness at the World Tourism Organization, who underlined *"the relevance of this project to create a value chain that involves tourists and local communities as well as national and international institutions."*

This high-level meeting not only brought together renowned international experts, but was above all designed to reflect the ecosystem of this virtuous tourism, by inviting all the promoters of projects who, throughout the country, and under a variety of profiles - farmers, B&B owners, associations, etc. - followed the "Tunisia Culinary and Creative" project.

This project was led by the Creative Tourism Network - Réseau Mondial du Tourisme Créatif, from the creation to the marketing and promotion of creative tourism experiences, as well as networking with players in national and European markets.

These experiences are now available on the "Culinary Roads of Tunisia" platform (<https://larouteculinairedetunisie.info/>).

A day that could not have ended better, with the presentation, by the Minister of Tourism, Mr. Mohamed Moez Belhassine, from labels  awarded by the Creative Tourism Network® to five Tunisian destinations for their efforts to develop creative tourism: Djerba, Tozeur, Dahar, Sfax-Kerkennah and Nabeul.

It was also the occasion for the presentation of  in its 11th edition in honor of Tunisia, to the 6 winners:

- Taïba: <https://larouteculinairedetunisie.info/immersion-dans-la.../>
- Dar Zriba: <https://larouteculinairedetunisie.info/dar-zriba/>
- Ben Ismail Family Reserve: <https://larouteculinairedetunisie.info/degustation-de.../>
- Dar El Ain: <https://larouteculinairedetunisie.info/table-dhote.../>
- La Casa del Formaggio: <https://larouteculinairedetunisie.info/atelier-de.../>

(*) The Culinary Road of Tunisia is part of the Promotion of Sustainable Tourism project, implemented by the Ministry of Tourism with the support of

GIZ and financed jointly by the German Federal Ministry for Economic Cooperation and Development (BMZ) and the European Union as part of its “Tounes Wijhetouna” program.



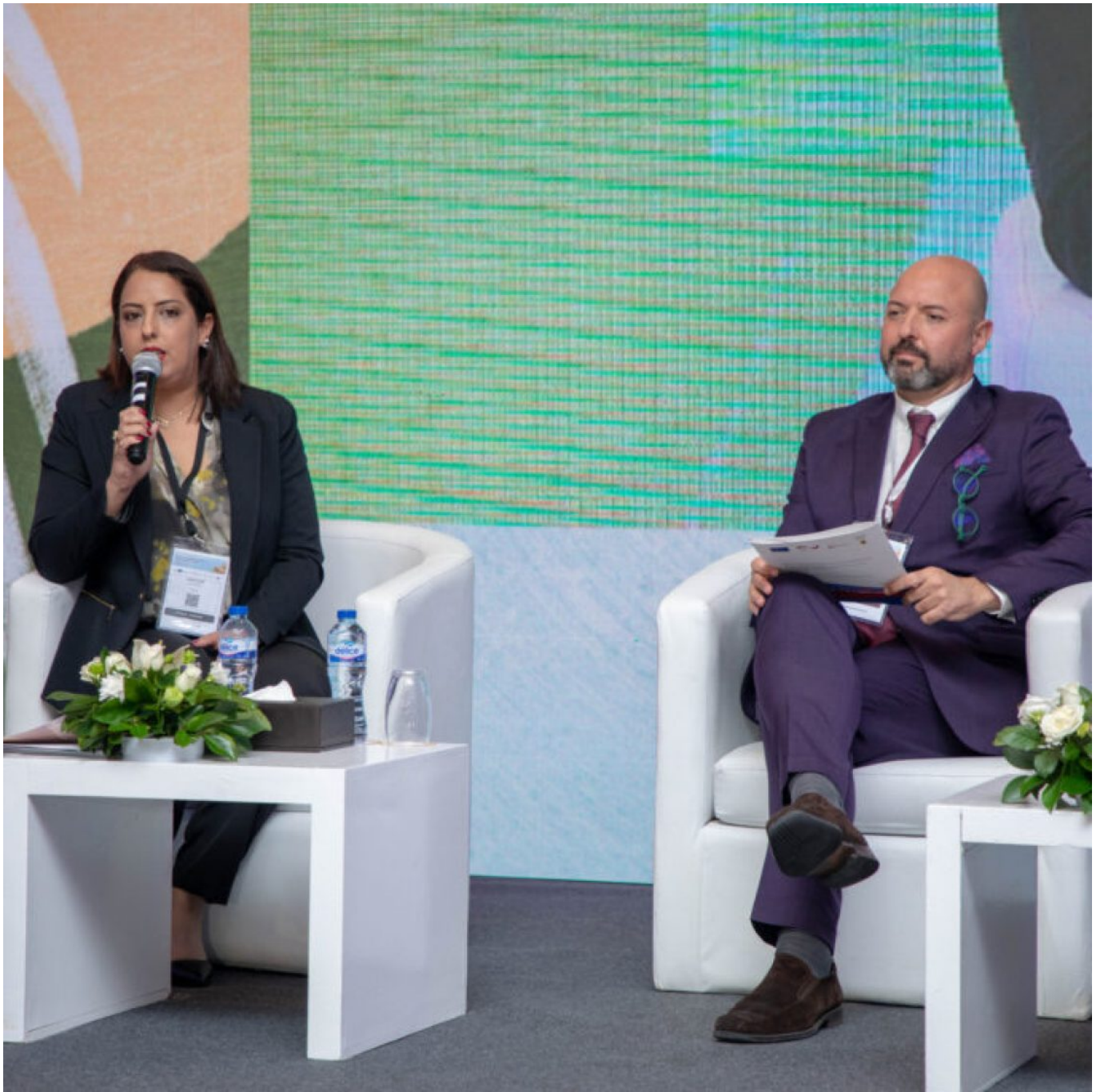






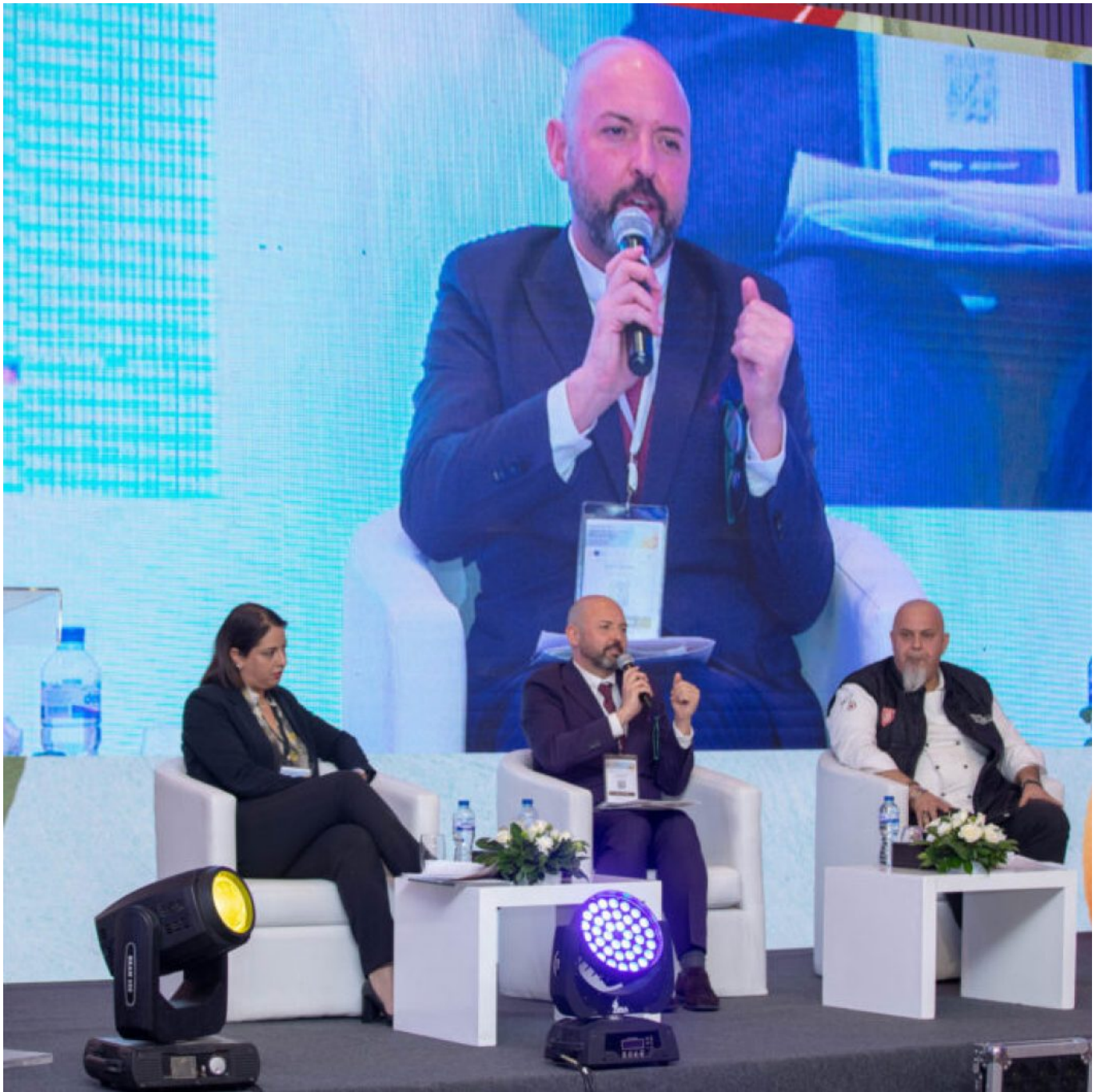
























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