

The Culinary Route of Tunisia enters the UNWTO World Forum on Gastronomic Tourism



This top-level forum, co-organized by the World Tourism Organization (WTO) and the Basque Culinary Center from October 5 to 7 in San Sebastián (Spain) The event brought together over 500 participants from all over the world, including institutional representatives, tourism professionals and media specializing in gastronomic tourism.

A unique opportunity to showcase The Culinary Route of Tunisia, both in terms of the originality of its offering – and in terms of the quality of its products. inaugurated on September 27 to mark World Tourism Day – and the value chain created throughout the process of this sustainable tourism project.

The forum focused on gastronomic tourism as a “return to basics”, enabling the (re)creation of local ecosystems, stimulated by new travelers’ demand for more virtuous tourism.

The Secretary General of the World Tourism Organization, Zurab Pololikashvili, underlined the richness of the African continent, with particular emphasis on the Mediterranean, and the UNWTO's interest in developing more intensive collaboration in this field.



These statements, combined with the enthusiastic reception from the sector and the networking, augur well for the future in terms of positioning Tunisia as a destination for culinary and creative tourism.

The next few weeks will therefore be very busy in terms of promotional activities for The Culinary Route of Tunisia.