Tribute to The Culinary Route of Tunisia among the winners of the A World For Travel Forum

The Creative Tourism Network®, responsible for supporting the implementation of The Culinary Route of Tunisia, was awarded the “Societal Development Prize” at a ceremony organized as part of the A World For Travel Forum, held in Seville from October 17 to 19, 2023.



This annual high-level meeting, designed in a “Davos” format, brings together world dignitaries and industry personalities at a different destination each year to offer enlightened leadership on the “why” and “how” of leading the tourism industry along the path to sustainable development, via 5 discernible categories of change: social, environmental, climatic, economic and technical.

The focus this year was on regenerative tourism and human capital issues, two essential elements of creative tourism.

The AWFT Sustainability Awards are designed to highlight initiatives and organizations that are committed to anticipating and acting responsibly. The Culinary Route of Tunisia was presented as a paradigm of responsible tourism.

The Culinary Route of Tunisia is a perfect example of this, as Caroline Couret, Director of the Creative

Tourism Network®, explains, "when*you invest – professionally and personally – in sustainable tourism missions, the slightest positive impact on local communities and territories, the slightest smile, are incredible rewards that give meaning to projects, tourism and life! And if, what's more, these projects receive prestigious recognition from organizations we sincerely admire, what better encouragement could we dream of to continue supporting all these project leaders – be they farmers, craftsmen, entrepreneurs, major tourism chains or destinations – in the development of this virtuous tourism! This trophy is theirs, and also that of the entire A World For Travel team, which is taking positive action in record time to bring about these changes at every level!*

« Il est essentiel pour nous, en tant qu'organisateurs de A World For Travel*, de mettre en avant ces initiatives et d'amplifier leurs efforts pour en influencer d'autres »,* a déclaré Christian Delom, secrétaire général du forum.

The trophies were presented at a ceremony conducted by the BBC's Rajan Datar.

Climate Action Award: Global Business Travel Association (GBTA)
Environmental Impact Award: Radisson Hotel Group
Award for technological prowess: Mabrian Technologies
Economic success award: Tree4travel (Zeero)
Social development award: Creative Tourism Network®
Resilience Award: Intrepid

On this occasion, Accor, Latam Airways and USAID's Turizam project received "special recognition" from the jury.