

Tunisia Culinary & Creative designs its first experiments!



The screenshot shows a Zoom meeting interface. On the right, there are four video thumbnails of participants: a man with glasses and a beard, a woman with dark hair, a man with a shaved head, and a woman wearing a headscarf. The main part of the screen displays a presentation slide. The slide has a title in French: "Je participe à la Tunisie Culinaire & Créative!". Below the title is a row of six small images showing people engaged in various activities: a man in a white turban, a man in a green shirt, a woman in a white headscarf, a man in a blue shirt, a man in a white shirt, and a man in a blue jacket. Below these images are logos for the European Union, the Tunisian Ministry of Tourism, and GIZ. At the bottom of the slide, there is a diagram on the left, a logo for "Creative Tourism Network" in the center, and text on the right that reads: "Formation CDV, Tunisie culinaire & créative. 12 avril 2023", "MODULE: CONCEPTION DES EXPERIENCES TOURISTIQUES", "SEANCE 2: COTATION DES EXPERIENCES", and "ANIMEE PAR Prof. Dr. Mohamed BOUKHEROUK".

Some thirty people from a wide range of sectors (agriculture, tourism, associations, culture, etc.) took part in the tourism product design workshops led by Caroline Couret, Director of the Creative Tourism Network®, and Professor Mohamed Boukherouk, an expert with the World Tourism Organization.

Following an initial phase to raise awareness of the potential players in the Culinary Route, which focuses on 6 flagship products of Tunisian gastronomy – cheese, harissa, olives, wine, octopus and dates – these two sessions provided an opportunity to deepen the methodology for designing tourism experiences with the aim of promoting them commercially to national and international tourists during 2023.

At the same time, personalized coaching is offered to fine-tune projects wishing to join the Tunisia Culinary & Creative program and obtain Creative Tourism Network® accreditation.

The next steps are to draw up a coherent digital strategy for the various players involved, and to launch pilot projects!