

Tunis - Nov. 28, 2023

International Conference on Culinary & Creative Tourism

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LA ROUTE
CULINAIRE
DE TUNISIE



تونس وجهتنا
TOUNES WJHETOUNA



giz



Tunisia



Venue : Hôtel Laico, Tunis

Schedule : 9h-17 :30

Languages : French - English

The aim of the conference is to **create synergies between international project leaders from various sectors, and destinations which are in the process of reorienting their tourism offer**, in order to consolidate themselves by making culinary and creative tourism a lever for sustainable development, as well as to **generate new networking opportunities**.

To do this, the program will be composed of interventions by international representatives of the public and private sectors, who will share their **points of view and experiences, based on empirical knowledge**.

Indeed, the added value of this conference is that the **participants and speakers will reflect the sustainable tourism ecosystem** made of institutional representatives, international experts and entrepreneurs as well as project leaders who have benefited from support for the co-creation of experiences within the framework of [The Culinary Route of Tunisia](#).

The focus will therefore be **practical and interactive** in order to obtain concrete results at different scales:

- **the demand:** Who are these new travelers?
- **the experiences:** How to cocreate authentic – creative – and marketable experiences?
- **the commercialization:** How to market unrepeatable experiences through B2C and B2B?
- **the destinations:** How to “use” culinary and creative offer to (re)invent a destination?
- **the international networks:** How to create synergies and governance through international partnerships?

In addition to these panels, a session will be exclusively dedicated to **one-to-one networking**.

Creative experiences will be proposed previous or in extension to the conference.

The conference is organized within the frame of the Culinary Route of Tunisia, a project implemented within the “Promotion of Sustainable Tourism program”, driven by the Ministry of Tourism of Tunisia 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 program “Tounes Wjhetouna” (2019-2025).

▪ Who should attend:

National and international ...

- ✓ Public bodies delegates
- ✓ Representatives of National Government Organisations
- ✓ Experts in sustainable tourism.
- ✓ Professionals from the tourism, the agriculture, the CCIs sectors.
- ✓ Destination managers.
- ✓ Journalists ... To name but a few!

PROGRAM

08:15 – 09:00	Accreditations
09:05 – 09:30	Official opening: Mouna Ghliiss , Director General of International Cooperation - Ministry of Tourism & Crafts Tom Ashwanden , Cooperation Head at the European Union Delegation to Tunisia José Froehling - Head of Project Promotion of Sustainable Tourism in Tunisia - GIZ
09:30 – 09:40	Introduction - Challenges and opportunities of culinary tourism for the United Nations: Sandra Carvao , Chief, Market Intelligence and Competitiveness - UNWTO
09:40 – 10:00	Keynote: Roberta Garibaldi , Vice president, Tourism Department - OECD
	Round tables: Culinary tourism from the point of view of...
10:00 - 10:45	... New demand: travelers looking for authentic experiences: are they all foodies? Jaime Sánchez García (Learning & Cooking / Sevilla City Council), Alice Fauveau (Focus on Women), Iris Lucidarme (NéoGusto), Aliette de Crozet (journalist, senior tourism).
10: 45 – 11:30	... New destinations: reinventing a destination through its cuisine. Isslem Jerbi (DMO Djerba), Stéphane Méjanès (gastronomic journalist), Jaume Gomila (Menorca, European Region of Gastronomy), Laure Toma Auneau (Cannes Convention Bureau), Chef Wafik .
11:30 – 12:00	COFFEE BREAK
12:00 – 12:45	... Experiences: from cocreation to marketing: the intermediation. How to create and sell unique experiences? What are the new challenges and opportunities for intermediaries? Federations, Mohamed Boukherouk (tourism consultor in Morocco), Helen Youngman (travel advisor, 360° Private Travel), Leila Tekaia (Discover Tunisia Spain-Portugal-France).
12:45 – 13:15	... Presentation of the Culinary Route of Tunisia www.larouteculinairedetunisie.info The Culinary Route of Tunisia seen by... pitches from foreign journalists Audran Pinck & Ophélie Trucchi , journalists ARTE TV, « L'Invitation au Voyage » Melisa Koyunseven , The Mediterranean Lifestyle, Inflight Magazines
13:15– 14:30	LUNCH
14:30 – 15:20	Culinary tourism as a tool of governance for the territories: Good practices and inspiring international projects to enhance the governance through sustainable and culinary tourism. Patrick Torrent (Vice-Président NECSTour), Vittorio Castellani (Gastronome - Conservatoire International des Cuisines Méditerranéennes), Jaume Gomila (Institute of Gastronomy Culture Art Tourism Board member), Jose Froehling , GIZ Head of projects.
15:20– 16:00	Creative Tourism Awards ceremony and closing Minister of Tourism and Crafts of Tunisia. Mr. Mohamed Moez Belhassine
16:00 – 17:30	Networking

Contact : routeculinairetunisie@gmail.com www.larouteculinairedetunisie.info



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