| Sustainable Tourism Project Components |

- To achieve its objectives, the project will intervene in the following fields of action:

1. Development of new tourism products, particularly in the areas of ecotourism and cultural tourism

2. Creation of thematic routes, with a strong tourist potential

3. Formation of tourism destination management organizations in the form of a DMO (Destination Management Organization)

4. Innovative cooperation between tourism operators and other actors (national and international)
The CULINARY route

6 key products

- Harissa (Cap Bon)
- Cheese (North West)
- Olives (Center and Dahar)
- Wine (North)
- Octopus (Kerkenna h)
- Dates (South West)
1er Culinary Route working group members

- Ministry of Tourism
- DGAB
- ATPAC
- ONTT
- FTRT

Working group
## Development objectives of the Culinary Route

<table>
<thead>
<tr>
<th>Objective</th>
<th>Outcome</th>
</tr>
</thead>
<tbody>
<tr>
<td>Diversification of the offer</td>
<td>Extend the length of stays</td>
</tr>
<tr>
<td>Valuation of the Tunisian culinary heritage</td>
<td>Increase attendance</td>
</tr>
<tr>
<td>Image of the destination</td>
<td>Build a more structured offer</td>
</tr>
<tr>
<td>Inter-regional dynamics</td>
<td>Unite the actors around</td>
</tr>
<tr>
<td>Investment incentive</td>
<td>Animating rural areas</td>
</tr>
<tr>
<td>Creation of the job</td>
<td>Boosting the local economy</td>
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**Development objectives:**
- Diversification of the offer
- Valuation of the Tunisian culinary heritage
- Image of the destination
- Inter-regional dynamics
- Investment incentive
- Creation of the job

**Outcomes:**
- Extend the length of stays
- Increase attendance
- Build a more structured offer
- Unite the actors around
- Animating rural areas
- Boosting the local economy
Work areas Culinary Route:

- Valuation
  - Improvement of the existing
  - Capacity building
- Development of culinary experiences
- Marketing Strategy
- Business Strategy

Culinary route
Methodology and Work Schedule:

**Actions from the beginning of 2022 to the end of 2023**

**Selection of key products / Geographic areas**
- Selection Committee Formation;
- Composition: Ministry of Tourism, ONTT, Ministry of Agriculture, FTRT / ATPAC.

**On-site diagnosis**
- Field diagnosis of product value chains
- Interviews with relevant private, institutional and associative actors in the 6 regions around the selected products

**Call for participation**
- Call for participation to bring together all parties interested in the topic to work on it
- Private, administrations, associations ...
- Focus group sessions to identify needs

**Development of the culinary tourist offer**
- Launch of a call for projects to support ideas for projects to be developed around the products
- Partnership with an international organization specialized in the design of tourist experiences to support the actors of the Culinary Route

**Capacity building of actors**
- Training in innovative culinary techniques
- Specific training related to tourism
- Purchase of materials

**Communication and marketing support**
- Promotional video
- TunisAir magazine articles / ONTT tab / Other communication media
- B2B meetings / Participation in fairs
- Workshops with travel agencies

**Field diagnosis of product value chains**

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**Workshops with travel agencies**
5. **Critères d’éligibilité :**

<table>
<thead>
<tr>
<th>Critères</th>
<th>Pour les associations</th>
<th>Pour les fédérations :</th>
<th>Pour les GIE / GDA :</th>
<th>Pour les sociétés / entreprises / startup</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>• Organisme à but non lucratif avec utilité publique</td>
<td>• Organisme opérant dans le secteur du tourisme ou dans la thématique culinaire</td>
<td>• Groupement opérant dans le secteur du tourisme, dans la promotion des richesses culinaires ou des produits du terroir depuis 1 an</td>
<td>• Entité âgée d’un minimum de 1 an proposant des expériences culinaires autour du produit ou planifie de développer des expériences culinaires autour du produit.</td>
</tr>
</tbody>
</table>
Results of the call for participation

101 structures have expressed their interest in the project, 63 of which are eligible (private and associative)

<table>
<thead>
<tr>
<th>Category</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cheese/ North West</td>
<td>15</td>
</tr>
<tr>
<td>Harissa/ Cap Bon</td>
<td>8</td>
</tr>
<tr>
<td>Olives/ Center and Dhahar</td>
<td>21</td>
</tr>
<tr>
<td>Dates/ South West</td>
<td>11</td>
</tr>
<tr>
<td>Octopus/ Kerknneh</td>
<td>5</td>
</tr>
<tr>
<td>Wine/ North</td>
<td>3</td>
</tr>
</tbody>
</table>
Work areas Culinary Route:
Beneficiary database:

- **Financial & technical support**
  - 40 private structures
  - 23 associative structures
    - 30 Catering
    - 7 accommodation
    - 6 Travel agencies

- 33 applications evaluated
- 16 projects submitted that were evaluated
- Purchase of materials: 5M€/structure
- SBL: 50M€ for max 5 associations
The areas of intervention of the bidding associations
Areas of work Culinary route:

Capacity Building: Quick Wins Achieved

- **May 2022**/ West Central Olive Oil Tasting Training

- **June 2022**/ Study tour of Southern actors at 2 host tables in the Northwest

- **September 2022**/ Training in the hotel school of Tozeur on the dishes with the flagship product of dates (for 5 trainers, 20 students and 20 beneficiaries from Kebili and Tozeur)
  - 2 master-class videos to integrate them in the schools' training and on the AFMT website
Areas of work Culinary route:

Capacity Building:

- Recruiting an office for other training needs, e.g. marketing, story telling, sustainable tourism
- Cooperation with AFMT in Ain Draham, Nabeul, Kerkennah, Sidi Dhrif concerning traditional and innovative dishes with the main products
- Advice from a German SES expert on improving the quality and presentation of cheese
Work areas of the Culinary Route:

Marketing strategy

- 2 Articles to promote the road on board TunisAir flights (Express and International)
- 1 Film to promote the culinary route (brochures and displays)
- The Culinary Route Map
- A recipe booklet (traditional, simple, revisited, fusion) with 6 key products and story telling from the 6 regions - Chef Wafik Belaid
- Tab on the site of Visit Tunisia (ONTT)
Road Visibility:

Route cinématographique : La Tunisie a longtemps été perçue comme un haut lieu du tourisme balnéaire pour l'atome de son climat et la beauté de ses plages de sable fin qui laissait de l'ombre à ses innombrables autres atouts. Une nouvelle vision commence à se dessiner depuis quelques années, où le potentiel attractif des sites naturels et la richesse du patrimoine culturel du pays déterminent une nouvelle perception touristique à même d'attirer une nouvelle catégorie de visiteurs...
Work areas of the Culinary Route:

Development of new offers with an international player to accompany, coach and support international marketing

Cooperation with Creative Tourism Network based in Spain

Approach
❖ Protocol for collaboration with local stakeholders.
❖ Raising awareness among local stakeholders of the opportunities that culinary tourism can offer them.
❖ Training delivered to local actors of different profiles (farmers, artisans, tourism professionals, civil servants, etc.).
❖ The personalized support - mentoring - of as many interested local actors as possible, up to the creation, production and promotion of their culinary experiences.
❖ The co-creation with local stakeholders, of a common narrative around their region's culinary specialty, and its application via a collaborative marketing strategy.
❖ Promoting these offerings and regions through their international network.

Chiffres:

→ Nombre des participants aux webinaires d’information Route Culinaire 100 par région
→ Nombre des participants aux webinaires de formation 60 par région
→ Nombre des participants accompagnés et coaché en ligne 25 par région
Areas of work Culinary route:

Business Strategy:

• Support for regional culinary events, festivities and support for actors in their communication

• Co-construction events with tour operators, travel agencies or others to develop approaches for the integration of the Culinary Route in tourist circuits

• Participation of the Culinary Route in trade fairs (ITB)
| Summary of the strategic development axes of the culinary route |

- **Governance**
  - How to ensure the sustainability of the road and enrich it
- **Upgrade operators**
- **Development of projects**
  - 5 projects of associations supported
  - Cooperation with an international player
- **Communication**
  - Promotional film
  - Brochures
  - ONTT tab
  - Magazine articles
  - Influencers
  - Fairs
- **Marketing**
  - Communication support for culinary festivals
  - Design thinking workshops for the marketing of the route with travel agencies, market place and administration
- **Training cycles**
- **Purchase of materials**
Culinary Route

THANK YOU

Promotion of sustainable tourism in Tunisia