

# The Culinary Route honored at the 11th Trophées du Tourisme Créatif!



After Germany and Italy, it's TUNISIA's turn to be honored at the 11th Creative Tourism Awards, the call for entries for which has just been launched by the Creative Tourism Network®.

For more than 10 years, these awards have recognized companies, projects and destinations around the world that use creative tourism to meet the growing demand from travelers wishing to discover local cultures in an authentic way, while at the same time creating a value chain for the region.

Whether it's a village of a hundred inhabitants or a megalopolis, an ecolodge or a 5-star hotel, the Creative Tourism Awards focus on authenticity, value creation and the interest of developers in involving locals and tourists in the co-creation of their experiences.

A true benchmark in the sustainable tourism sector, previous winners have included the cities of Boston (USA) and Kingston (Jamaica), the Indonesian Ministry of Tourism and the Municipality of Medellín (Colombia).

Tunisia's special invitation to this new edition of the trophies is no coincidence. The Mediterranean destination is back in the spotlight with a vengeance, as it embarks on a sustainable tourism strategy aimed at diversifying its existing offering by highlighting its natural, cultural and intangible heritage .

Tunisia is reinventing itself, focusing in particular on its gastronomy and traditional know-how, with the aim of putting people and sharing back at the center.

The Culinary Route of Tunisia is one of these thematic axes, the fruit of collaboration between various national and international institutions\*, which aims to convert Tunisia's culinary heritage into creative experiences that can attract different tourist profiles, all year round and throughout the country. Six

flagship products have been chosen, highlighting six major regions: Cheese from the North-West, Harissa from Cap Bon, Olive Oil from the Centre and Dahar, Wine from the North, Dates from the South-West and Octopus from Kerkennah.

More than 150 local entrepreneurs from all sectors – farmers, craftsmen, guest houses, restaurateurs, associations, travel agencies, etc. – were invited to take part. – have already expressed an interest in becoming ambassadors for the Culinary Route, and are working to optimize their experiences, testifying to Tunisia's potential to position itself as a benchmark destination for culinary and creative tourism.