

# The Culinary Route of Tunisia wins over professionals at the Top Resa trade show in Paris!

Tunisia has positioned itself as a cultural, culinary and sustainable destination.





Many tour operators and journalists visited the Tunisian stand at the 2023 edition of IFTM Top Resa, to discover the offers created as part of The Culinary Route of Tunisia.

They enthusiastically welcomed the experience platform inaugurated on World Tourism Day on September 27, which will enable them to include Tunisia among their flagship destinations in terms of culinary, experiential and sustainable tourism.

A hundred experiences from a process of co-creation between local players from various sectors – agriculture, crafts, creative industries, tourism, public bodies – orchestrated by the Creative Tourism Network® – World Network for Creative Tourism – which guarantees the sustainability and relevance of these destinations to new demands, under the “Creative Friendly Destination” label.

B2C and B2B travelers can now discover the diversity of Tunisia’s cultures and ecosystems thanks to experiences available all year round and throughout the country. On the program: workshops to learn how to prepare harissa in Cap Bon, fish for octopus using ancestral techniques in the Kerkennah Islands, pick dates from the tops of palm trees in the Tozeur region, produce their own oil and natural cosmetics in underground oil mills in Djerba and the Dahar, make artisanal cheeses on farms in the North-West in the heart of the mountains, or immerse yourself in the daily lives of winegrowers and



learn the secrets of producing their top-of-the-range cuvées.







Thanks to this catalog of experiences, professionals will be able to satisfy their international customers in search of authenticity, among profiles as diverse as solo travelers, families and business groups, foodies, creatives and “women travelers communities”, to name but a few.

However, the Culinary Route is only the visible part of a process which, thanks to an inclusive vision of tourism, support and guidance for local players, and international promotion of the offering, is helping to create a value chain across all territories, while positioning Tunisia as a destination for responsible, sustainable gastronomic tourism.

In this way, the Culinary Route of Tunisia now represents a model of virtuous tourism, satisfying a large number of the Sustainable Development Goals of the United Nations Agenda 2030, notably in terms of respect for natural, economic and social ecosystems, by making culinary traditions new drivers of attractiveness.

Participation at IFTM Top Resa is the first in a series of promotional actions for the Culinary Route of Tunisia, which will continue at the World Travel Market in London, as well as with the organization of press trips and eductours.