

Tunisia Culinary & Creative designs its first experiments!

Je participe à la Tunisie Culinaire & Créative!

Formation CDV, Tunisie culinaire & créative. 12 avril 2023
MODULE: CONCEPTION DES EXPERIENCES TOURISTIQUES
SEANCE 2: COTATION DES EXPERIENCES
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!