



# THE CULINARY ROUTE OF TUNISIA

AN ITINERARY RICH IN FLAVOURS



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# THE PROJECT

The Culinary Route of Tunisia is a new tourism offer that invites national and international travellers to (re)discover Tunisia's culinary heritage.

It aims to bring together professionals and enthusiasts of Tunisian gastronomy around a common objective: to promote the richness of the national culture through the flagship products of 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".

## A CULINARY AND CREATIVE ROUTE

Participatory and inclusive, this project draws on the diversity of local players in the areas concerned (producers, farmers, winemakers, craftsmen, restaurateurs, etc.) to co-create new culinary experiences that showcase their history and ancestral know-how.

By fostering regional and inter-regional dynamics, the Culinary Route of Tunisia aims to strengthen local economies, turning them into hubs of sustainable tourism and positioning Tunisia among the most sought-after international destinations for its gastronomic heritage.

This project is certified by the [Creative Tourism Network®](#), which recognizes its sustainable approach to tourism by matching the proposed experiences with new market demands, as well as creating value for the region.

The Culinary Route of Tunisia is being developed as part of the "Promotion of Sustainable Tourism" project implemented by the Ministry of Tourism with the support of GIZ, and funded jointly by the German Federal Ministry for Economic Cooperation and Development (BMZ) and the European Union as part of its "Tounes Wijhetouna" program.



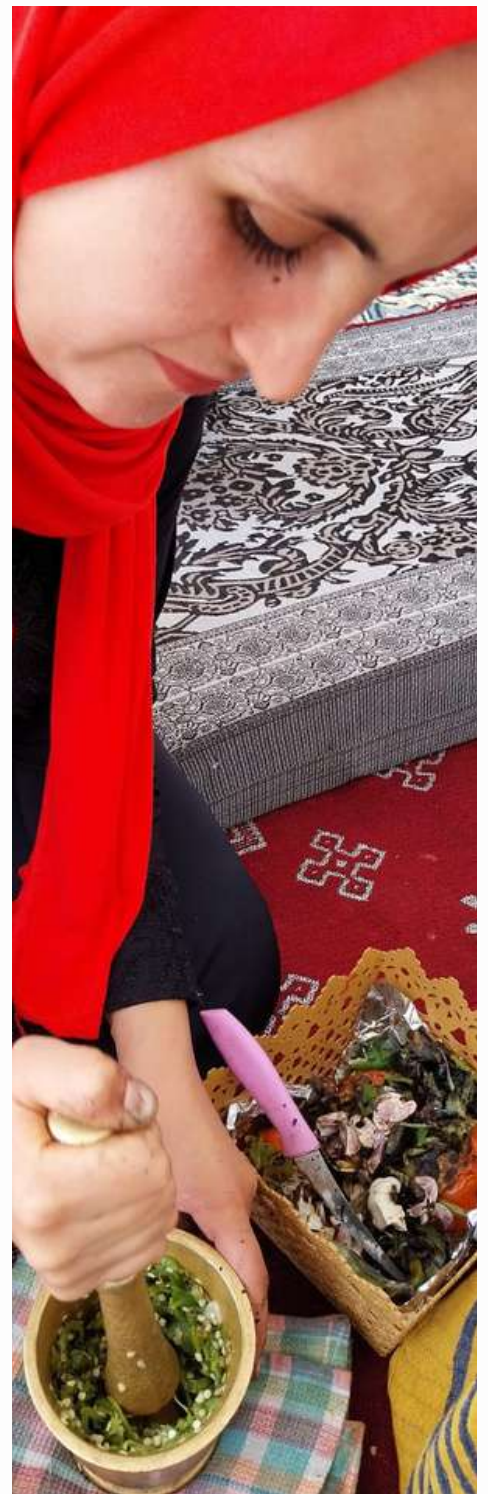
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# A ROUTE FOR TOURISTS IN SEARCH OF AUTHENTICITY

Culinary, creative, regenerative tourism... The new demands of responsible travelers, in search of human values, offer destinations the opportunity to reinvent themselves by diversifying their offer through the co-creation of experiences linked to intangible heritage and local know-how.

Tunisia is a perfect example. With the creation of The Culinary Route of Tunisia project, this Mediterranean destination, long synonymous with seaside tourism, is positioning itself as a sustainable tourism destination, not only for the quality of its offer, but also for the value chains generated throughout the co-creation process with local communities.

Creative travelers - whether foodies, families (kid-friendly), seniors, solo travelers (Women Travelers Communities), bleisure (Business+Leisure), staycation tourists, or any other of the latest tourism segments identified on the market - will find offers tailored to their expectations all year round.



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# A MODEL FOR RESPONSIBLE TOURISM

The Culinary Route of Tunisia presents a virtuous tourism model, 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 turning culinary knowledge into new drivers of attractiveness.

The project also contributes to a sustainable strengthening of the economy and an improvement in the Tunisian labor market, with a focus on rural areas, women and young people.



# 6 LOCAL PRODUCTS TO (RE)DISCOVER TUNISIA



The Culinary Route of Tunisia is the fruit of collaboration between various national and international institutions, with the aim of diversifying and enhancing the quality of the tourist offer, linking several regions through a common theme and thus increasing their visibility.

The working group, made up of representatives from the Ministry of Tourism, the ONTT, the Association Tunisienne des Professionnels de l'Art Culinaire, the Direction Générale de l'Agriculture Bio and the Fédération Tunisienne des Restaurants Touristiques, has selected six flagship products, 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.



تونيس وجهتنا  
TOUNES WIJHETOUNA



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# A HUNDRED CULINARY EXPERIENCES TO ENJOY

More than 150 project promoters from all over Tunisia and from a variety of sectors (agriculture, crafts, catering, hotels, associations and cultural activities, tourism professionals, public administration, research, etc.) took part in the creation of this new gourmet itinerary.

Accompanied by the Creative Tourism Network®, a global organization for the development of creative tourism, in charge of the project's operational implementation, the ambassadors first benefited from training sessions and personalized coaching, with the aim of optimizing their assets and skills with a view to creating culinary and creative experiences.

Technical visits were then organized in the spring of 2023 to prototype, test and enrich their offers, notably by putting them into perspective with the new demands of national and international travelers.

This meticulous matching process has resulted in the creation of a digital platform bringing together some one hundred experiences, officially inaugurated on September 27, 2023 as part of the World Tourism Day organized by the UNWTO. However, this is only the visible part of a process which, thanks to an inclusive vision of tourism, support for local players and incubated projects, is fostering the creation of a value chain across all territories, while positioning Tunisia as a destination for green and sustainable tourism.



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# NORTH-WEST



**Become a farmer for a day in the heart of the Tunisian mountains and learn how to make your own artisan cheeses from cow's, ewe's or goat's milk!**



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# NORTH



**Discover the best-kept secrets of Tunisia's great vintages and learn how to create sublime food and wine pairings!**





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# CAPE BON



**Learn all about the different varieties of Tunisian chillies and how to make the traditional harissa that will subtly tickle your taste buds!**



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# CENTRE AND DAHAR



**Immerse yourself in the heart of the olive groves and discover the age-old traditions of olive oil production for a unique sensory experience!**



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# KERKENNAH ISLANDS



**Learn the art of charfia, the traditional fishing of the archipelago, and how to cook octopus in all its forms with the women of Kerkennah!**



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# SOUTH-WEST



**Live to the rhythm of life in the oasis, take part in the date harvest and learn the 1001 ways to sublimate this sweet treasure of southern Tunisia!**



# CONTACTS



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