



Co-financed by the European Union



Implemented by:

giz Deutsche Gesellschaft
für Internationale
Zusammenarbeit (GIZ) GmbH



Promotion of Sustainable Tourism in Tunisia

New opportunities through culture and nature tourism offers

The challenge

After the revolution in 2011, Tunisia continues to face significant social and economic challenges. The country is characterized by a lack of economic dynamism with an official unemployment rate of 15%. Young people and women, especially in rural areas, are particularly affected.

The tourism industry is one of the most important sectors of the Tunisian economy creating thousands of direct and indirect jobs. Since the 1970s, the long sandy beaches with their numerous coastal hotels and affordable travel offers have positioned the country as an attractive destination for European travelers.

The political upheaval and temporary tense security situation were followed by several challenging years for the whole industry, which led to a decreased quality of tourism offers. Additionally, a strong competition from other rising holiday destinations also caused a decline in international demand. By now, the industry is slowly recovering. In 2018, tourism already contributed to almost 14% of GDP and employed around 13% of the working population. In 2019 the country counted more than nine million international arrivals for the first time again. However, tourism is concentrated mainly in the coastal areas. Economically weaker regions and especially the rural population do not benefit sufficiently from the sector's big potential.

The Tunisian government has the vision to develop a sustainable and responsible tourism that revitalizes the country's interior, creates jobs and offers new products which add value to the special characteristics of its diverse regions. In doing so, the Ministry of Tourism responds to international trends and attracts new target groups to consolidate the role of tourism as one of the most important economic sectors.

To support this, the project "Promotion of Sustainable Tourism in Tunisia" is being implemented by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH in partnership with the Tunisian Ministry of Tourism and Handicrafts. It is financed by the German Federal Ministry for Economic Cooperation and Development (BMZ) and the European Union (EU) within the framework of the programme *Tounes Wjhetouna (Tunisia – our destination)*.

Project name	Promotion of Sustainable Tourism in Tunisia
Implemented by	Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH
Commissioned by	German Federal Ministry for Economic Cooperation and Development (BMZ)
Cofinanced by	European Union (EU)
Partner	Ministry of Tourism and Handicrafts, Tunisia
Country	Tunisia
Duration	2019 - 2024

The objective

The project aims to diversify and strengthen the quality of Tunisian tourism offers. The focus lies on cultural and nature tourism products in selected regions. Thus, the sector contributes to a sustainable strengthening of the economy and an improvement of the Tunisian labour market.



تونس وجهتنا
TOUNES WJHETOUNA

*Amphitheater in El Jem; the Tunisian Sahara
desert (from left to right).*

Photos: © Pixabay

The approach

In a joint approach, the project brings together public and private actors of the industry to work on the development of new offers in nature and cultural tourism. Attractions with a high tourism potential are linked and promoted through thematic routes.

In cooperation with the Swiss Foundation *Swisscontact*, organizations for a joint management of the different destinations are founded to sustainably improve the regional marketing and the competitiveness of the local tourism offer. In addition, the project provides spaces for actors from tourism businesses and other related sectors, such as agriculture or handicraft, to develop innovative business ideas.

Throughout all its interventions the project focuses on ecologically and socially sustainable approaches that contribute to the preservation of culture and nature.

In detail, the project advises the Tunisian partners in the following four interrelated components:

1. Development of **20 measures to create or upgrade alternative tourism offers** with a focus on cultural, nature and sports tourism.
2. Establishment of at least **four thematic routes** uniting products with strong touristic potential, such as culinary specialities, ancient archaeological sites or unique natural landscapes.
3. Set-up of at least **six Destination Management Organisations (DMOs)** in order to increase the competitiveness of regional tourism offers.
4. Organisation and piloting of **innovative cooperation initiatives** that enable the networking of international and national private sector actors.



Café des Délices, Sidi Bou Said, Tunis, Photo: © Pixabay

Expected Impact

The project creates new perspectives for Tunisians through a strong cooperation between partners from the public and private sector such as the civil society. It expands the tourism offer, improves the quality of goods and services and applies new marketing instruments. This strengthens the sector's performance and competitiveness on global markets, increasing not only the number of visitors but also their length of stay and expenditures.

The project will contribute to the employment of **1,000 people**, including returnees, women and young people. In addition, the **turnover of 800 micro, small and medium-sized enterprises will increase by ten percent**, also enabling new business start-ups and the generation of investment capital. Within the framework of the national and international networks established by the project, **15 new business deals** are to be concluded between private sector actors.

Thus, the tourism industry as a cross-cutting theme, contributes to a holistic and sustainable improvement of the Tunisian economy.

Published by: Deutsche Gesellschaft für
Internationale Zusammenarbeit (GIZ) GmbH

Les berges du Lac II, Cité les Pins
1053-Tunis/ Tunisie

Contact project: José Fröhling, Project lead
jose.froehling@giz.de

www.giz.de/tunisie
www.facebook.com/GIZTunisie

As at: June 2021

Text: GIZ, Tunisia

GIZ is responsible for the content of this publication.

In cooperation with: Ministry of Tourism and Handicrafts, Tunisia

Cofinanced by: European Union

On behalf of: Federal Ministry for Economic
Cooperation and Development (BMZ)

Addresses of the BMZ offices:	BMZ Bonn Dahlmannstraße 4 53113 Bonn Deutschland T +49 228 99535 - 0 F +49 228 99535 - 3500	BMZ Berlin Stresemannstraße 94 10963 Berlin Deutschland T +49 30 18 535 - 0 F +49 30 18 535 - 2501
----------------------------------	--	---

poststelle@bmz.bund.de
www.bmz.de