



TUNISIA

ما تنيشت
اروحك
EXPLORE
BY YOURSELF

EXPLORE
BY YOURSELF

PROJET DE PROMOTION DE L'ALTERNATIVE
&
SUSTAINABLE TOURISM IN TUNISIA

DRV



KVP project “Together for alternative and sustainable tourism”

Since 2019, the project “Together for alternative and sustainable tourism” has been working closely with Tunisian tourism associations to diversify and promote the country's tourism offer.

The project focuses on strengthening capacities in the field of sustainable tourism and on marketing training. It aims to support industry players in developing their ideas and provides comprehensive support, including training, networking and opportunities to promote new tourism products at national and international level. In addition, the project is an important lever for creating synergies between the various players, which promotes access to new opportunities at both national and international level.

The project is implemented by DRV and FTAV with financial support from the German Federal Ministry for Economic Cooperation and Development (BMZ) and coordinated by SEQUA.

The results of the project / 3 axes.

1

The FTAV and the stakeholders involved promote the representation of interests for sustainable tourism.

2

The FTAV and the relevant players in the industry support tourism companies in the development and marketing of innovative tourism offers.

3

The FTAV and the relevant players in the industry are in a position to strengthen the tourism industry at regional level.

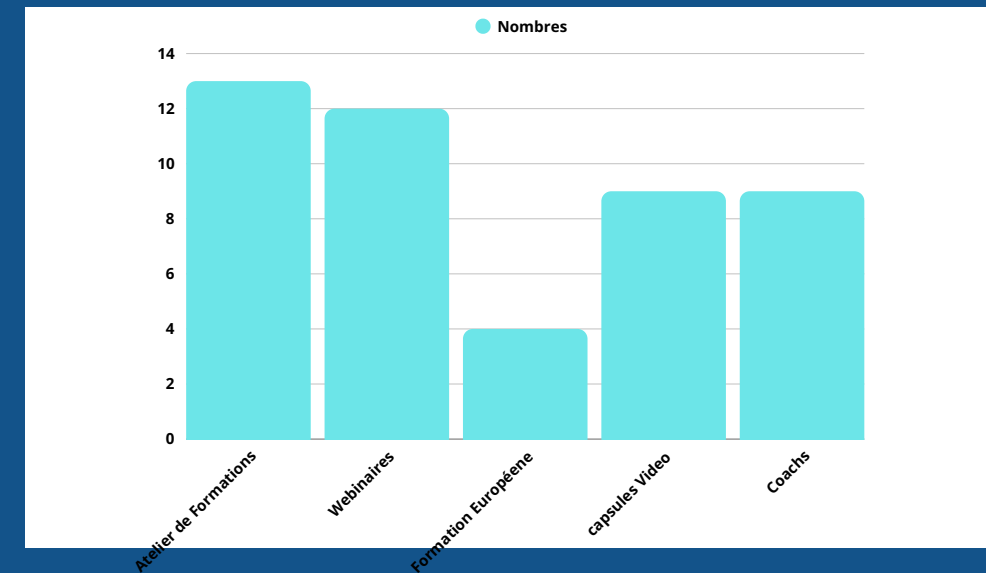




Training and coaching.

DRV

- 15** Workshops
- 4** European training courses
- 12** Webinars
- 9** Video clips
- 9** Trained coaches





Exchange missions abroad

1

Participation in international trade fairs

5

Invitation of German company delegations

4

Destination Forum

1

DRV



450 companies were supported by the project

80 % of the companies took part in training, of which **53 %** Women.



Introduction of **3** new services and offers

DRV

FTAV
FREEoui

Jusqu'à **%70**
de réduction toute l'année

FTAV
freeoui

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TAHA

powered by FTAV - DRV

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