Factsheet Tunisia:

Tourism Destination Management in South Tunisia

Mandated by SECO, Swisscontact is the implementer of the project “DMO Tataouine, Médénine and Gabès” (Dahar Destination) aiming at developing sustainable tourism activities in this area well-known for its Berbera culture and palaeontological heritage. The main objectives of the development of the Dahar Region is to bring together the village communities, public authorities (regional and local ones) and private companies, to position a touristic area very near from the coastal attraction (situated around 2 hours by car from the region of Djerba and Zarzis) as an attractive destination for authentic and sustainable tourism (see www.destinationdahar.com).

This fascinating region similar to a moon landscape and where famous movies were shot belongs to the most remote regions of Tunisia facing unemployment rates of 30% of the youth population. Since the Revolution the region suffered from a very high volatility in the tourism sector due to social and political unrest.

As Tunisia is still in the process of transition to democracy since the Revolution and faces high social unrest, this project is ranked at high risk as it is implemented in a country where it becomes more difficult to attract foreign tourist. Transparency on the real situation in the region and communication tools are key in the implementation of this project where local and regional partners are very committed. The potential for development of this project is high and it encompasses as well the support to the development of new value chains related to tourism such as the improvement of handicraft and development of heritage values.