



# Tunisia's Tourism Strategy For The year 2016



# ***Performance Assessment***

## ***45 years of Flourishing Tourism***

### **1rst period: 1962-1987**

<b>Investments</b>	<b>10 M TND</b>	<b>→</b>	<b>63 M TND</b>
<b>Hotels</b>	<b>74</b>	<b>→</b>	<b>434</b>
<b>Beds</b>	<b>4 000</b>	<b>→</b>	<b>100 000</b>
<b>Direct jobs</b>	<b>1 600</b>	<b>→</b>	<b>40 000</b>
<b>Visitors (non-residents)</b>	<b>53 000</b>	<b>→</b>	<b>1 875 000</b>
<b>Spent nights (non-residents)</b>	<b>396 000</b>	<b>→</b>	<b>17 516 000</b>
<b>Receipts</b>	<b>1,97 MD</b>	<b>→</b>	<b>568,9 MD</b>

# ***Performance Assessment***

## ***45 years of Flourishing Tourism***

### ***2<sup>nd</sup> period: 1987-2009***

Investments	63 M TND (53 M USD)	→	254 M TND (212 M USD)
Hotels	434	→	856
Beds	100 000	→	240 000
Direct jobs	40 000	→	96 000
Visitors (non-residents)	1 875 000	→	6 900 000
Spent nights (non-residents)	17 516 000	→	31 557 000
Receipts	568,9 M TND 474 M USD	→	3472 M TND 2552 M USD



# Tourism Infrastrucure

## 2009

- **11** tourism regions
- **9** Airports
- **7** Ports
- **856** Hotels (240.000 beds)
- **400** Tourist restaurants
- **649** Travel agency
- **8** Public Tourism training center
- **4** Casinos
- **45** Thlassotherapy center
- **10** Golfs courses
- **6** Marina and pleasure boating

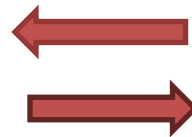
# Tourism Administrative organisation

Public

–

Private

Partnership



# NEW DEVELOPMENT STRATEGY 2010 - 2016

## 3 MAIN OBJECTIVES

- → **competitiveness,**
- → **profitability**
- → **Sustainability**
  - *45,9 millions bed nights en 2014*
  - *54,3% bed occupancy rate*
  - *5.365,7 MD Receipts*
  - *Built 21.000 new beds*

# ***NEW DEVELOPMENT STRATEGY***

## ***2010- 2016***

### **5 AXES**

### **160 MEASURES**

- ***Product Innovation and Diversification*** **60 actions**
- ***Tourism Promotion*** **20 actions**
- ***tourism web compatible*** **20 actions**
- ***Financial sector restructuring*** **40 actions**
- ***Institutional framework*** **20 actions**

# ***I- :Product Innovation and Diversification***

- **Develop a quality charter (charter jasmine) for all professionals**
- **Encourage the promotion of innovation (innovative projects by supporting and rebuilding the tourist areas)**
- **Diversify the types of tourist accommodation (encouraging new forms of accommodation)**
- **Strengthen the supply chains of diversification (business tourism, cultural, ecological, golf ...)**



## ***II- Tourism Promotion***

- **Adopt a marketing approach by country (the study of marketing strategy and communication plan)  
Sign partnerships air (creating a fund of support services to new countries...)**
- **-Construct the new events policy (creation of two international events and an annual calendar of events)**

- **Diversify funding sources (taxes ...) to increase the budget**
- **Creating brand "Tunisian tourism" and a "regional identity"**

### ***III- Institutional Framework***

➤- Re-structure ONTT by means of creating a tourist promotion and marketing structure and another one specialised in tourist vocational training, while effectively associating the profession to these two structures.

### **IV-Financial sector restructuring**

- Perform an inventory of the financial health of hotels
- Restore the financial health of hotels in financial difficulty:

## **V - *Upgrading of ICT in tourism*** ***"tourism web compatible"***

- **Site overhaul ONTT (intranet administration, extranet for business and community platform for the general public)**
- **Implement e-governance through an overhaul of the administration**
- **Strengthen training e-tourism (hotel schools ..)**
- **Create a Tunisian tourism portal to be updated and followed up by the National Board of Tunisian Tourism (ONTT).**

➤ **create a websites introducing Tunisia's cultural, historical and civilisational specificities.**

➤ **Increase the resources allocated to the web (allow 20 to 30% of the web promotion, creation of an ICT observatory, an internet code and a charter ICT)**

**THANK YOU  
FOR YOUR ATTENTION**