

Destination Dahar, Tunisia destinationdahar.com

Destination Dahar is a **unique, upcoming sustainable tourism destination** in the **southeast of Tunisia**, focusing on the conservation of the **authenticity** of the destination and promoting **community-driven** cultural heritage, eco and adventure tourism. Dahar's main adventure tourism product is the so-called '**La Grande Traversée du Dahar**', a **hiking trail** around 200 km long leading through the destination. The destination is also marked by local **Amazigh culture**, its authentic handicraft, and many cultural festivals, which can be found in different Berber villages as well as the offer of **authentic accommodation** in "Troglodyte caves" offered by locals.

Destination Dahar is a **great example** of an **emerging destination** that has taken its first steps towards their ambition to become an established **sustainable** destination and that uses it for **marketing**. In 2021, Destination Dahar successfully participated in the Green Destinations Top 100 Sustainability Stories competition (with the support of AGEG Tourism for Sustainability consultants on behalf of the IPD programme) - they were awarded as **one of Top 100 sustainable destinations worldwide**, which immediately resulted in local and national **media attention**.

'Authentic and Sustainable Dahar' mark: At the end of 2021, the destination created a special mark and a series of **Codes of Conduct** (for DMO, visitors and tourism service providers) to further develop their sustainability efforts as well as to use it as a promotional tool highlighting authentic businesses.

Target Groups: Hikers and trekkers, cyclists, cultural tourists, families, couples. Target markets are mainly European markets and French-speaking markets.

