

## REGIONAL DEVELOPMENT AND TERRITORY YIELD: A LOGIC OF NATIONAL INTELLIGENCE

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### Abstract

This paper aims to remedy the economic and social risks generated by a sub-exploitation of the territory. In other words it allows to give an answer to: How to Yield the territory? The aim of this work is to propose to local authorities: A method to assess the tourism potential of a region in order to establish a tourism development strategy. A practical toolkit, which makes it possible to apprehend, realize and concretely lead a territorial development plan. A technical guide for the implementation of a genuine territorial tourism strategy.

**Keywords:** Territorial tourism, regional development, Tunisian tourism, Cap Bon

### 1- Introduction

In order to be distinguished, territories faced with increased competition must have a combination of resources, skills and strategies that ensure their competitiveness and attractiveness (Veltz, 2002). It is indeed the intelligence of the combination of resources that makes the difference between territories which authorizes that one speaks of territorial intelligence, a notion in full construction. The rise of uncertainties stemming from globalization and the flow of information, in fact imposes a process of coordination of the economic actors on a given space.

This approach focuses on the classical levers of competitiveness: research, differentiation, information niches and knowledge, differentiated management of activities, specific symbolic products, economic intelligence and knowledge management applied at the territorial level (Goria and Knauf, 2009). Versus behaviors, each territory has its own culture, displays explicit or implicit references, which provide information on its contextual data, community history, sedimentation of groups and codify their relationships and relationships (Chouari and Belarem, 2017).

Indeed, there is in each territory a well-defined social environment which, according to Iribarne (1989), urges groups of individuals to have a set of specific patterns of interpretation. Thus the territory suggests the existence of an economic, ideological and political appropriation of space by groups which, by virtue of proximity, life trajectory and probably fate, give themselves a particular representation of them Of their history. An impression of communion thus structures the practical conditions of the existence of individuals taken in isolation or as a social collective and informs them in return about their own identity.

This communion brings to life the intimacy of a productive organization, of rules shared by all from within and from a specific outside. Far from being an encampment on outdated and old-fashioned referents, the territory inspires economic, technological, competitive, legal and societal intelligence, has put in place actions that foster the capacity for reaction, adaptation and anticipation that can Take the form of a process.

Territorial intelligence can also be considered as an informational and anthropological process, regular and continuous, initiated by physically present local actors who appropriate the resources of a space by mobilizing then transforming the energy of the territorial system into the capacity of Project, or even formal territorial capital. A typology of territorial intelligence systems based on the complementarity of approaches to economic intelligence and knowledge management is even possible (Goria and Knauf, 2009). Territorial intelligence as the ability to adopt a behavior in phase with the situation is based on the economic intelligence and the knowledge management, and makes complementary these two notions.

## **2- Case studies**

### *2-1 Tunisian territory : A general presentation*

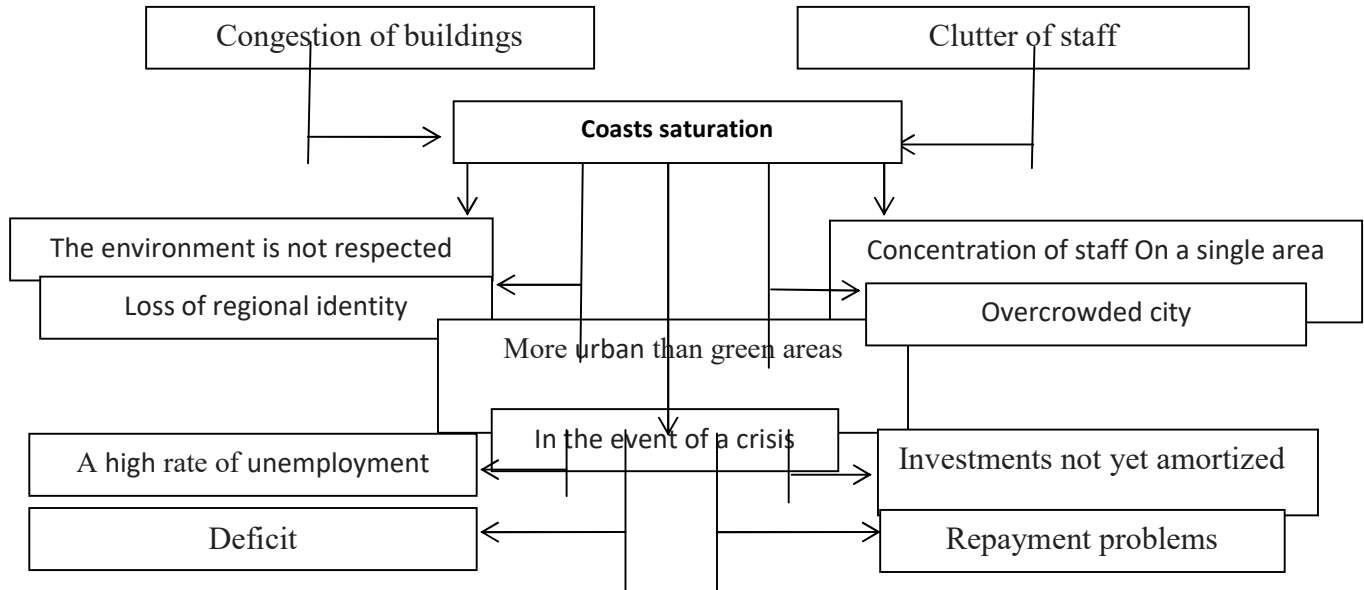
The Tunisian territory presents a north-south decomposition, inherited from the nature and the history that makes the natural data diminish from north to the south. Human occupation and colonization in particular have consolidated this longitudinal gradient. Independent Tunisia has set up a rather east-west gradient opposing a dynamic coastline, increasingly dense and attractive, open to the world and an interior left behind where the rule is rather the departure. The forms of this imbalance are expressed through the littoralisation of the spatial dynamics linked to the increasing extraversion of the economy, the refining of the capital and its metropolization, the increasing contraction of this dynamic space and the imbalance of urban system . Tunisia is characterized by North-South imbalances linked to the data of nature and historical heritage. The map of the densities express it well (Belhedi A 2012).

The establishment of a modern economy of independent Tunisia was expressed by the emergence of the littoral axis with homes like Sousse, Sfax, Gabes through public action first and then private. The coastal position has not ceased to consolidate despite the rebalancing intentions displayed during the 1960s and even the 1970s as a result of the extraversion and the opening up of the country to the alternative industry and the development of the " Gabes Chemical Pole and the development of coastal tourist areas (Nabeul-Hammamet, Sousse-Monastir, Jerba-Zarzis). With the 1980s and 1990s, the intervention helped to strengthen the coastline through the free zones of Bizerte and Zarzis, the port of gabes and Zarzis, the tourist resort of Hammamet. The coastline represents 88.6% of Internet clubs and 92.28% of offshore companies in 2011 (INS). The littoral is increasingly a space for the metropolitan loosening of the capital.

### *2-2 Diagnosis of Tunisian tourism*

In Tunisia, traditional tourism development has long operated on a model of massive growth, with priorities for short-term benefits and independently of the capacity of the territory. The Tunisian model has often been based on a standardized seaside offer and rarely linked to regional

traditions and cultures. Such a choice certainly generated strong economic growth, but did not consider either the optimal and rational use of the territory or the conservation of the natural patterns of the regions. The consequences of these applications quickly appear in the strong pressure that it puts on the loss of the regional identity and the deterioration of the environment. This not to mention the enormous investments in hotel construction, the congestion of establishments and personnel in the coastal zone. The following diagram recapitulates the risky situation experienced by Tunisian tourism and analyzes the repercussions of the jasmine revolution on the country's economy (see Figure 1).



**Fig. 1.** Strategic risks of Tunisian tourism

On 14 January 2011, Tunisia experienced a phenomenal social and political revolution. This revolution generated a crisis that further accentuated the negative impacts of strategic choices in tourism on both counts; Micro and macroeconomic development.

**Problematic**

Territorial tourism aims to develop a territory to promote its attractiveness and competitiveness. Consumer tourism aims to satisfy particular interests as in any economic sector. It is not therefore a marketing of demand in a competitive market that must guide the approach but a marketing of supply that demands its own values and provides the best services to those who also bring to the territory their own wealth . There is then a problem of reorientation of tourist flows, promotion, product development and attractive and targeted services on territorial specificities. Hence the central question of this work is: How to implement a logic of territorial intelligence in order to remedy the risks of the under-exploitation of local resources?

This paper aims to present the main problems raised in Tunisia in territorial planning and regionalization through regional imbalances, high concentration in the capital and on the coast,

and the absence of the region as an economic institution. a new Tunisian constitution, approved in 2014, created a local authority and a law for the creation of regions.

### *2-3 Territorial development*

Tourism is a sector that not only plays an important role in the economic sphere for the creation of wealth and the improvement of the quality of life of the populations of the tourist destinations; it also contributes to bringing individuals and communities in contact and crossing cultures and civilizations. It therefore has an important role to play, that of "facilitating dialogue between cultures" (Bouchenaki, 2006). From an economic point of view, tourism is the sector that produces the highest incomes, as soon as possible and with the least investment. Given the fact that there are many poor countries and regions in the world that do not have sufficient resources to develop industrial economies, tourism becomes a relevant and rapid solution to improve living conditions and reduce poverty.

In a world where the level of economic development is one of the main concerns of governments and international organizations, work on the concept of development has become one of the most active areas of research. As a result, the concept of development has undergone many changes throughout history.

Before the 1970s, development had only an economic dimension. It was in 1969 that authors like Dudley Seers began to speak of development as a social and economic phenomenon, which aimed not only at increasing national incomes, but also at reducing poverty, creating jobs, preserving equality between citizens and between different territories. Today, development has three main dimensions which are the social, economic and environmental dimensions (Belhedi, 2016).

In addition to the changes introduced in the concept of development, the approach to this phenomenon has also evolved. Development was targeted by national strategies for a country as a whole, or sectoral development strategies that target the development of each sector or industry per se independently of other sectors. It has been shown that the most effective way of addressing the development problem relates to the use of an upside-down approach, from the inside to the outside, which means that development must be triggered at from local levels and not from national levels. As a result of this change in approach to development processes, both developed and developing countries have implemented administrative changes to give local authorities greater freedom and independence to pursue their development goals (Cole, 2006). Local authorities are increasingly responsible for deciding and planning their own future. They are in charge of setting their development objectives, putting in place their local development strategies in order to achieve these objectives, and then overseeing the different stages of implementation of these strategies (Belhedi, 2016).

Indeed, "Local development is today a recipe for public policy discourse in the countries of the South. It is often paired with a process of decentralization, desired and often deferred. By examining, as close as possible to the field, the achievements made on its behalf, one understands the need to clarify the basic principles of its operation. Local development can be interpreted in a variety of ways, ranging from emergency management at the local level to the

alternative to globalization. We argue here that local development appears rather as an overcoming of theories of endogenous development by qualifying, with the help of the notion of "territory", a real content to what is "inside" in relation to an "outside" endogenous. It is therefore not an alternative, but more modest, of an accompaniment, where possible, of a development process that helps to adapt societies and populations to globalization by valuing resources hitherto ignored "(Pecqueur, 2008).

The importance of the local level in the development and the negative effects of globalization on the development of tourist territories show the need to find ways to increase the competitiveness of tourist territories. This is becoming more and more demanding in order to guarantee higher levels of development and therefore better living conditions for their populations. The main question to be addressed in this context is the following: what should tourist territories do to develop and maintain their competitiveness? we will consider the Cap Bon region.

### **3. Methodology**

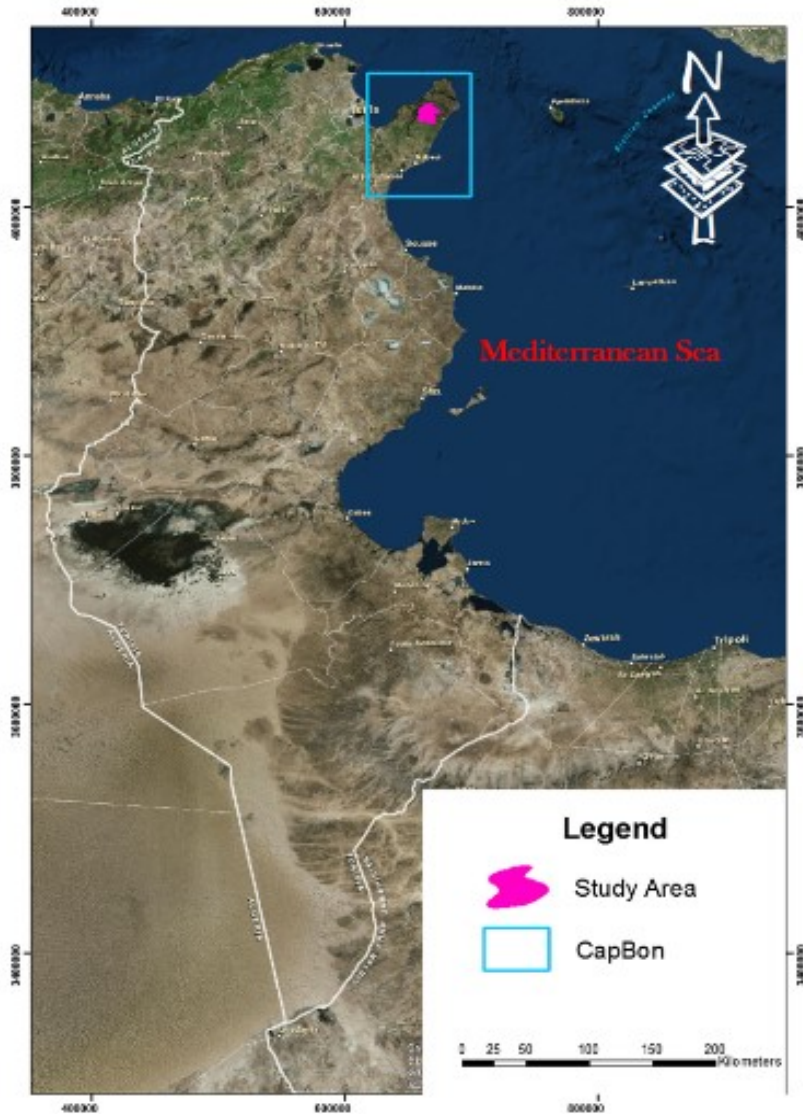
In order to answer the question of territorial tourism, an exploratory study of a qualitative nature was put in place. We opted for the case study method and more precisely; The diagnosis of the region of Cap Bon (Tunisia Northeast).

The axes of the diagnosis are; The natural, agricultural and the cultural and social. The objective of this approach is to determine the strengths and constraints of the territory in a perspective of sustainable development. Three components of the territory are analyzed: The agricultural community, the cultural and social fabric and the natural environment.

The Cap Bon is endowed with a very varied topography, which results in: agriculture, fauna and flora as varied as its topography through its monuments, it tells the whole history of Tunisia. Its customs and traditions are the legacy of its geographical location, its natural and historical heritage.

The Cap Bon region is a region rich in its history and its cultural and ecological heritage. It offers a variety of tourist products that could attract / interest different types of local or foreign clientele. The objective of this article is to revisit this region through its history for its cultural heritage, its lands for its natural heritage and its population for its traditions and customs.

This visit will also allow us to study the existing tourist circuits, compare them in order to improve them or develop them and finally to set up circuit projects adapted to the richness of Cap Bon (map N ° 1).



**Map N ° 1: The Cap Bon**

(A GIS-based soil erosion prediction using the revised universal soil loss equation (RUSLE)(Lebna watershed, Cap Bon, Tunisia) Gaubi, and al.(2017).

Due to its geographical position (see map N ° 1), the Cap Bon was able to profit from the riches of the sea and the fertility of the earth. There are traces of human occupation dating back to the Capsian era, that is, from the end of the Paleolithic era. The first occupants of this land are the Berbers who are the descendants of these populations. Funerary monuments, such as the haouanets (tombs dug on the hillsides), testify to their presence at Cap Bon (see box N ° 1).

**Box 1: Protohistory**

"According to recent research by geomorphologists and prehistorians, the earliest known traces of occupation in Cap Bon date from the Middle Paleolithic, more precisely the

aterian (about 40,000 BC). Levallois bursts and peduncle tools were discovered at Wadi Chiba and Kef Lahmar, not far from Menzel Temime, where traces of an epipaleolithic industry (19 000 - 8 000 years BC) were also found, . The Neolithic is mainly represented by the station of Korba where we found mainly arrowheads and materials that are to be related to an agricultural activity ... This local and African past is amply confirmed by the excavations of Kerkouane where the Libyan presence is relatively large; As corroborated by specialists, architectural programs, patterned pottery and funeral practices. In addition to Kerkouane, we can mention other vestiges, precisely the houanet whose best examples are located in El Haouaria, not far from Kelibia and Sidi Mhamed Latrech, not far from Hammamet. " Source (Aounallah and Fantar, 2006, p16)

#### **4. analysis**

##### *4.1 Cultural heritage*

As mentioned earlier, its geographical position: between land and sea (as written by Samir Aounallah and Mounir Fantar); Has facilitated the invasions and this despite all the forts erected on its coast. As an example we can mention the fort of Kelibia (Clipea) which was built, rebuilt and / or restored at each invasion: which gave a Punic, Roman, Byzantine, Aghlabid, Fatimid, Zirid, .. Until French While maintaining the same location. Each stone of this fort tells the story of an invasion, a people and a civilization. So it was this same sea that made the people of Cap Bon a misfortune throughout the ages, it also ensured its wealth from an economic, commercial and cultural heritage point of view. This historical overview will help us to gather the archaeological sites of Cap Bon Antique:

- Hammamet: the protohistoric necropolis of Sidi Latrach which "has preserved above all an impressive collection of richly decorated Libyan rock tombs.

Some contain genuine frescoes that tell the way of life, beliefs and myths of Tunisian prehistoric man. "And the site of Pupput which tells the story of a big water city. "The importance of the city in the second and third centuries is attested by the extent of its ruins and the diversity of its public monuments: amphitheater, theater, temples, thermal baths, aqueducts and cisterns connected to water supply. Siagu. The capitol stood on the forum near other temples around the curia. (Djelloul, 2006).

- Nabeul: the Roman site of Neapolis: in Greek it is the new city, would initially have been a trading post of Greek traders. She would have entered the entourage of Carthage. The city lives the turbulent history of the ancient Mediterranean and takes the side of Carthage during the third Punic War. She will bet later on Caesar in his fight against Pompey. On the archaeological site the house of the nymphs, a sumptuous dwelling of about twenty rooms, arranged around a vast garden. There is also the fish processing plant. Salt and garum were made there. Across the Cap Bon coast, this type of plant is found, but Neapolis, with its eight basins, is the largest. Amphores, excavated during the excavations, were still full of remains of letting imagine the daily work of this "factory".

- Kelibia: the Roman site of Clipea and the strong "multicivilization": The two appellations of the ancient Kelibia, Aspis, in Greek, and Clipea, in Latin, designate "the shield", long played by the city, Strategic position in the Mediterranean (Aounallah and Fantar, 2006). The fort, from the top of the hill, dominates the Punic city and its port of war. Around 580, the Byzantines re-established a fort on the ruins of the Punic citadel. It will be the ultimate refuge from the advance of the Arab conquest. From the 9th century, the fort was in the hands of the new masters of Tunisia, the Aghlabides, who transformed it into a ribat (Aounallah and Fantar, 2006). The fort then passes into the hands of the Fatimids, then the Zirids. The latter, in 1115, to face the Norman occupation, built a larger citadel, occupying the entire surface of the hill. The inhabitants found a new city, the core of the modern city, to move away from the coast.

Under the Hafsides, the citadel is still an important place of war. It also becomes a spacious mystical center. In the 16th century, the Spaniards and Ottomans competed for this stronghold. At the establishment of the French Protectorate, a lighthouse and a center of maritime transmissions are established there. A German blockhouse, is the last vestige of this long military history.

- Kerkouane: the Punic site and the necropolis "Kerkouane, whose construction could date from the 6th century BC, is a unique testimony of the Phoenician civilization. Sacrificed twice by the troops of Agathocles, tyrant of Syracuse, and then by the Romans (about 256 BC), the city will not rise again. The site will not be rediscovered until about 1950. Kerkouane seems to have been a city of fishermen, traders and craftsmen (glassmakers, potters, jewelers ...)

The plan of the city was established with two priorities: to protect the inhabitants against the external dangers and to make the life of the city pleasant. Thick walls protect the residential quarters, the public, civil and religious buildings. Wide streets provide easy pedestrian traffic. The places offer the inhabitants the opportunity to meet for political, religious or economic activities. The houses are open on a central courtyard, where daily activities take place. They are equipped with all the amenities: bathroom with baths, ovens, pipes ... Above the roofs, gargoyles ensure the evacuation of rainwater ... "(Aounallah and Fantar, 2006).

#### *4.2 Ecological heritage*

The importance of its natural heritage rich in fauna and flora makes the region an ideal place for hiking on the sea and walking or horseback mops inside forests. Among the natural sites are:

- Djebel Korbous as one of the most beautiful sites on the Tunisian coast; It combines sea, mountain and forest in addition to the many warm natural springs that spring along the coast. Approximately 400 hectares. It includes the Aïn Oktor site to the south and Aïn Kallassira to the north.



- On the heights, the vegetation is made of cedar of Berber and garrigue with rosemary. Pine, acacia, and eucalyptus exist in discontinuous forest. In the lower slopes, the thuya is associated with the lentisk, the juniper, the cistus, the acacia. In faults and cracks, lentisk, kermes oak, dwarf palms grow. Its fauna includes many species such as the Greek turtle, the bat, the wild boar ... There are also sparrows, the Oriole of Europe , The Atlas warbler ...
- Djebel Haouria: In El Haouaria, one finds kermes oak, lentisk, heather tree, bramble, various species of cistus, oleaster, arbutus, myrtle, dwarf palm, geranium, and Than certain endemic species of Cap Bon, such as the carnation of rocks. Its fauna is composed of the porcupine and the bat which are very rare species. Large bat colonies occupy a cave in El Haouaria, a protected nature reserve.
- The porcupine is housed in burrows in the rocks, where the vegetation is dense. Djebel Haouaria is also the place of passage for migratory birds. Booted eagle, Jean-le-Blanc circle, elan white ionic and crowded apivore are often observed on the site.
- The forests of Dar Chichou, Oued Laabid and Oued Ksab were created entirely by man in the framework of afforestation and reforestation programs during the French Protectorate to fix the dunes. In Dar Chichou, with varieties of pine, acacia and eucalyptus, there are associated thyme, rosemary, lavender covering sometimes large areas, kermes oak, oxycèdre some examples of which are centenarians On the side of Port-au-Prince, the juniper of Phenicia (arar) and the retam. Rare species have been observed such as St. John's wort, fierce broom, astragalus, traveling dolphin, carob tree ...

In the forest of Oued Laâbid one can observe mongooses, shrews, genets, jackals, foxes, hedgehogs, wild boars, hare, gerbils, gerboises, gray mice, mice ... The Dar Chichou forest contains a reserve created in 1960 An area of 160 hectares, one of the oldest in the country. It is used for animal husbandry and contains deer, buffalo, hunting pheasants, peacocks, guinea fowl, dwarf hens, Virginia hicks, and since 1995, African tiger-skinned felines. In the forest, there are frequent Greek (Moorish) turtles along trails and trails. They hibernate in the sand at the foot of the bushes. They are protected by law and their trade is strictly forbidden. In this forest one can hear Chardonnets, green-winged warblers, warblers, blackbirds, partridges, quails and other finches, or observe couples of the white whale, one of the rarest raptors in the country.

#### *4.3 Agriculture:*

##### **4.3.1 The vineyards**

Cap Bon is also an agricultural region. It is known for its orchards planted with vineyards and citrus. Since the Punic era, these vineyards have given the best wines like Grand Cru Mornag and Kelibia. The vineyard has always been present in Tunisian monuments since the Roman era. There is also the annual wine festival held in Grombalia in September (see box N ° 3).

**Box N ° 3: The vineyards**

The viticulture in Tunisia has a long tradition that began in Antiquity as in many other countries of the Mediterranean basin, thanks to the Phoenicians and, in this specific case, thanks to the Carthaginians. The agronomist Magon, who lives in the Phoenician Carthage, notes in his treatise on agronomic viticulture practices that are still in use today. Despite the arrival of a Moslem power from the seventh century and the independence of Tunisia in 1956, viticulture has never disappeared. The majority of the Tunisian vineyard extends over the regions of Grombalia and Takelsa as far as Korba in the east and Enfida in the south. Due to its size, this area has the ability to produce red and white wines. The climate is drier with rainfall ranging from 300 to 400 millimeters. This area is bordered by the sea, which increases the humidity and limits the temperature differences. This appellation is most marked by the introduction of improved grape varieties, which offers a greater choice for the development of red and white balanced: Coteaux de Mornag, Domaine d'Ouzra, Domaine Kurubis, Haut Mornag, Le Noble Mornag, Mornag Village, Magon and Old Magon. [En.wikipedia.org/wiki/Cap\\_Bon](https://en.wikipedia.org/wiki/Cap_Bon)

As it was quoted in the before, there was a writer of the practices of planting vineyards, a god of wine and vines, mosaics describing vineyards, monuments erected ... One of the most beautiful contemporary monuments that Gathered all these elements is the Castle Bacchus, located about fifteen minutes from Hammamet, it rises above vast vineyards.

**4.3.2 Waters of Flowers**

The Cap Bon is also known for its citrus fruits including the bigaradier, and its flowers including geranium, rose, peppermint, rosemary and myrtle. All these flowers, including neroli, are destined for distillation. Today, Tunisia is the 35th country exporter of essential oils. This local know-how, inherited from a long tradition, has become an exportable product (see box N ° 4).

**Box N ° 4: Waters of Flowers**

In the spring, Cap Bon embaume. The flowers, arranged in piles, at the roadside and in the markets, are sold per kilo for distillation. To make the waters of flowers, the women go up, each year, their still. Its name comes from the Arabic, al-anbik, which means vase. It consists of several rooms. The boiler is heated, to release the vapors from the tent to the refrigerant, a coil cooled by water, and from which the essences esCap into droplets. The assembly of the still, the quantities of flowers, the temperature of the water, all the secrets of the distillation are transmitted from mother to daughter. The distilled waters are preserved in fechkas, bottles that are cropped or crowned. They spend the winter on the shelves of the family homes and are part of the bride's trousseau. The most famous of the waters of flowers is undoubtedly the water of orange blossom, the zhar. The flower used is that of bigaradier (a bitter orange) and this flower is known in Europe under the name of neroli. The zhar thus obtained, known for its soothing effect, is used in many pharmaceutical preparations. Mothers sprinkle the hair of children to protect them from heat. In case of fever, they make him drink, with a little water and sugar, to calm and cure

all the evils ... The zhar perfumes creams and pastries. The rose water (maa ward) and the water of a geranium (aâtrachiya) are used as the zhar in pastry. A peppermint is also distilled it gives the fleyou. It was the Arabs who taught the Europeans to distil the flowers of bigaradier, which will later be called neroli, and which perfumers describe as a scent "sensual, refreshing, spiced with sweet and flowery notes". En.wikipedia.org/wiki/Cap Bon

#### 4.3.3 Market gardening and spices

Among the agricultural products of Cap Bon, there are also cereals, vegetables, olive trees and spices. Cap Bon and especially the region of Nabeul is known for its spices including harissa and paprika. To obtain the ground red pepper, which will give an appetizing appearance to their kitchen the Nabeuliennes begin by drying the peppers. With wire and a needle, they thread the ripe peppers by piercing their peduncles. The chilli peppers will be exposed to the sun until they become very dry to be then, ground finely and sieved. Each mistress of the house will add to her sauces that spice that will come to color her dishes.

### 5. Proposals

#### 5.1. Classic circuits

Several researches have been carried out in the region of the Cap Bon, allow to put in place new circuits. These can vary according to the season or type of clientele. A study of the existing circuits showed that the product is almost the same, the time allotted is always one day (see box N ° 5, N ° 6, N ° 7 and N ° 8).

#### Box N ° 5: Circuit N ° 1 Cap Bon 1:

- Departure from the Hotel.
- Arrival in Hammamet, one of the two major Tunisian tourist destinations.
- Visit of the medina to discover the Kasbah (a fortress used to protect the site of the invasions) of the 15th century and the alleys in the souks (boutiques) which offer a variety of products.
- Continue to Nabeul, the ancient Neapolis, the city of potters and capital of the Cap Bon Governorate. Visit to a pottery workshop.
- Departure to Kelibia, a picturesque town with a charming and seductive character. Free time at the fishing port. The warm and traditional atmosphere of the fishing village recalls that of the west coast of Portugal.
- Continuation to Kerkouane. Arrival in Kerkouane and visit of the Punic site. Destroyed around 250 BC, the site remains a masterpiece of the Punic period: houses with bathrooms, urban piping and other surprising elements.
- Departure to El Haouaria. Lunch at the restaurant L'EPERVIER. Visit the caves. The caves of El Haouaria are indeed the remains of the Roman quarries that were used for the construction of Carthage and other sites.
- Continuation towards Bou Argoub. Arrival at Bou Argoub and tasting of Tunisian wine at the Château.
- Return to the hotel.

**Box N ° 6: Circuit N ° 2 : Circuit Cap Bon 2**

Duration: 01 day

Vehicle type: Bus

Departure date: every Wednesday

Departure time: 7 am

- Presentation :
- Cap Bon is a fishing region, large farming villages, huge orange trees, vineyards and vegetable crops; A verdant region where it is good to live.
- Departure from the hotel for the visit of the potters of Nabeul and stone carvers of Dar Shaaban.
- Stop at the famous camel market of Nabeul, weekly meeting of the peasants of the region.
- Continue to Kelibia and the archaeological site of Kerkouane. Visit of the caves of El Haouaria and lunch in the restaurant.
- In the afternoon, visit the thermal springs of Korbous and return to the hotel.

**Box N ° 7: Circuit N ° 3 : Cap Bon Excursion:**

- 06H30 Alarm clock and breakfast
- 07H20 Departure from the hotel
- 07H45 Departure for Nabeul, capital of the Pottery
- 08H15 Arrival in Nabeul, visit of a pottery workshop. Weekly market visit (Friday)
- 09H00 Continuation on Dar Chaabane and visit of a workshop of Stonemason
- 09H30 Departure for Kelibia, visit of the fishing port and coffee break.
- 11:00 Continuation on Kerkouane
- 11.30 am Visit of the Punic archaeological site dating from the 6th century BC
- 12H45 Departure to El Haouaria, lunch at the Restaurant Les Grottes or l'Epervier
- 14H00 Visit to the Caves of El Haouaria
- 14H30 Departure for the admiration of a superb view on the Golf of Tunis, visit of a thermal spring in Korbous
- 16H00 Return to Hammamet via Solimen and Grombalia regional capital of the vineyard.
- 17H30 Arrival in Hammamet

**Box N ° 8: Circuit N ° 4**

- Hammamet: stop in front of the fortress in the medina.
- Nabeul, the ancient Neapolis, since ancient times the city is considered as the artisan center of the manufacture of ceramics and pottery in Tunisia. Visit of a workshop of pottery and ceramics followed by a workshop of stone sculptures in Dar Chaabane.
- Cap Bon, which contains the most fertile lands of the country, arrived at Kelibia, a fortress of Byzantine origin, visit of the Port of Pêche.
- Kerkouane, located almost at the tip of Cap Bon, pointing towards Sicily, one of the most precious archaeological sites in Tunisia, as the only one, until the present day,

whose foundation dates back to the Punic period. Visit the unique site renowned for its tubs in the shape of hoofs and discover its ovens where was formerly prepared the leg of glass.

- El Haouaria, visits of the Roman caves, these are sandstone quarries exploited since the Punic period, but more intensely in Roman times.
- Return to the hotel via Soliman and Grombalia regional capital of the vineyard.

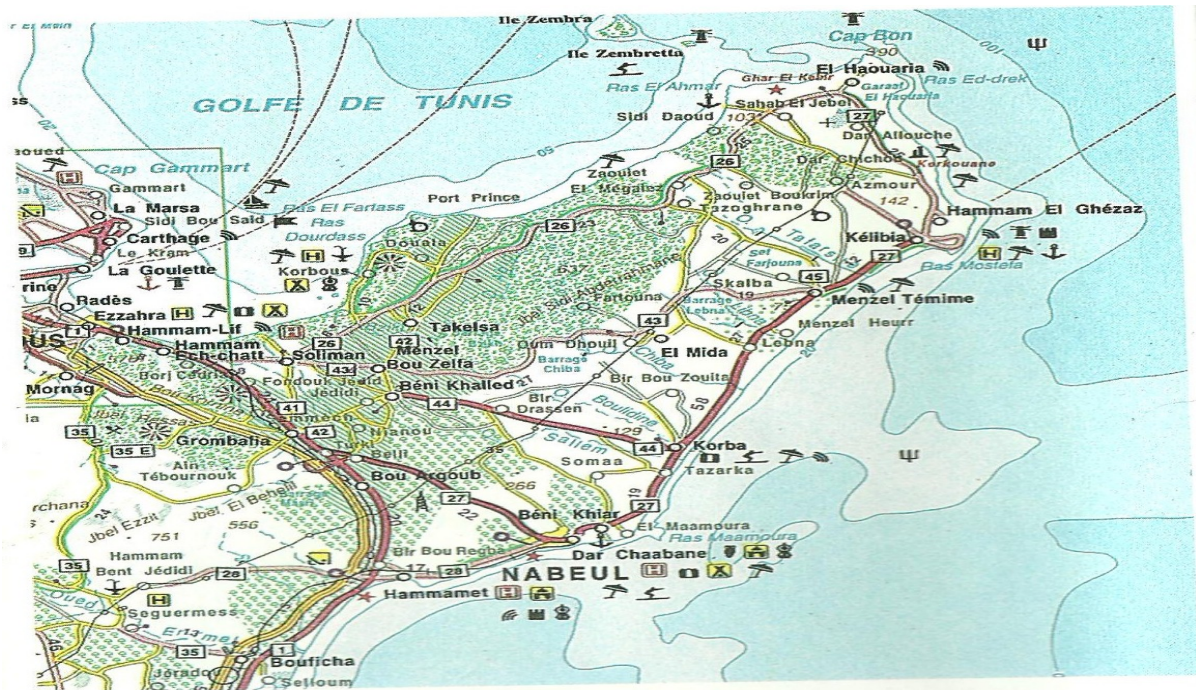
If we recapitulate what the visits suggested above, we will find that for:

- Hammamet: the medina (the ramparts, the fort: Kasba, and the souk)
- Nabeul: the site of Neapolis, a workshop of pottery and visit of the weekly market of Nabeul and sculptor of Dar Chaabane
- Kelibia: fishing port and the fort of Kelibia • Haouaria: the Roman caves
- Bou Agoub: tasting of Tunisian wine • Korbous: visit the thermal springs

### *5.2. Proposals for ecological circuits*

Here again we can not dissociate the historical monuments (which are all over the territory of Cap Bon) from the ecological elements. The circuits will therefore include one or two monuments. Before setting up these ecological circuits, it is necessary above all to plan a campground, picnic area, rest or refreshment, and an ecomuseum, to draw the itineraries / tracks and to name them, to put a plan of the forest to the " As it is also possible to restore and convert certain colonial villas, (such as the Garcia house called Dar Mussolini in Bouargoub, the villa Rebiro in Mornaguia / Takelsa, the house Of pleasure of Port Prince ...) in rural lodgings (see map n ° 2). For the entertainment, we can organize local nights (local costume party), with menus of specialties specific to the region.

Map N ° 2: Specificities of the Cap Bon



It is possible to set up two different kinds of ecological circuits.

**Circuit N ° 1:**

In the region of Djebel Korbous: a study circuit specific to schoolchildren and high school students :

- Departure from Tunis,
- Ain Oktor (via Soliman),
- Then climbing the massif (objective: study and awareness) to familiarize with the fauna and flora of Cap Bon,
- Possibility to observe the birds,
- Visit small caves formed by erosion in blocks of sandstone. (Possibility of picnicking in the shelter of the caves),
- Return to Ain Oktor and Tunis.

**Circuit N ° 2:**

- Departure from Tunis
- Ain Oktor (cold and medicinal source at Korbous), climbing djebel korbous
- Port Prince, El Mnagaa beach, Ras El Fartas (natural environment saved, possibility of scuba diving, on pine forest of Aleppo and eucalyptus)
- Djebel el Haouaria
- Dar Chichou
- Oued Ksab
- Oued Lâabid

- Djebel Sidi Abderrahmane (covered with garrigue or kermes oaks, sources of several wadis, panoramic views of Cap Bon)
- Djebel el Faouara - Hammamet (very dense forest environment under development)
- Tebournouq (a place where migratory birds welcome, rich in monuments : Roman, Byzantine, and Arabo-Muslim)
- Return to Tunis Accommodation centers could be camping areas, guest houses or hotels along the routes.

### *5.3 Circuit Proposals: Using Agriculture*

The Cap Bon is considered a region of terroirs. It owes to the Andalusians the development of the cultivation of citrus fruits, tomatoes, peppers ... and French colonists that of vines (Ghalia, 1990).

#### **Viticulture**

Since ancient times, the vineyard has always existed at Cap May, its culture has been reinforced by French settlers, several colonial farms have been created in this region, which represents 60% of the Tunisian vines.

The regions known for this culture are: Soliman, Khanget el Hojje, Grombalia (capital of the vineyard), Bouargoub, Korba, Beni Khalled, Tekelsa and Kelibia (known for its Muscat). They produce table grapes and vats. Wine tours can be organized with the possibility of visiting old press / winery. In some regions, the cultivation of the vines is intercalated between olive trees and fruit trees. As a result, there are old presses of oil and wine or cellar, dating from antiquity, old agricultural machinery all along the coast of Cap. This will make it possible to set up an agricultural machine museum.

#### **Market gardening**

(fennel, onion, turnip, peas, potatoes, carrots, tomatoes, peppers, condiments, grasses ...), production of spices (anise, coriander, cumin, caraway) Citrus fruit, and floriculture (geranium, rose, rosemary ...) have made the reputation of Cap Bon, their distillation of flowers and their gastronomy.

Some forest plants (rushes), and agricultural (flowers, neroli), the products of quarries (stones and clays) allowed the development of some handicrafts such as esparto, distillation of flowers, stone sculpture, pottery ... Of these handicrafts, it would be possible to include initiation workshops during the circuits in order to boost certain crafts such as naterie.

## **6. Summary**

The precarious situation of the tourism sector has prompted us to claim the development of an adequate activity to the resources allowing to preserve the natural spaces, the societies cultures, and the territories. Our project is part of a multisectoral framework with priorities for the development of the tourism sector.

Until the positioning of Tunisia on the seaside segment concentrated on the coastal regions of the country has accentuated the inequalities between regions and has not allowed to take advantage of the wealth of archaeological heritage and specific features of the interior

regions. In order to ensure balanced development, the Tunisian government has developed a strategic framework for basic infrastructure and equipment.

There is then a problem of reorientation of tourist flows of promotion, product development and attractive and targeted services on territorial specificities. The most important thing today is not to satisfy demand by offering high-quality accommodation or standardized products, but to optimize the distribution of this demand throughout Tunisia. A new, more effective model of work is appropriate, not only because of resource constraints, but also because of more stringent social and environmental constraints.

Such a model helps to resolve the problems of the disappearance of regional cultural identities and to anticipate possible changes in the behavior of individuals. The choice of the Cap Bon is a great challenge for the one who wants to study it. In this region all elements are welded together.

Its geographical location and the variety of its topography will give a nature, an agriculture, an industry, a custom ... one connected or consistent with the other. In order to set up tourist circuits, three main factors must be considered: nature, agriculture, culture and social.

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