

Sustainable Tourism in Tunis Village

Digital Egypt Pioneers Initiative

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Introduction

Tunis Village, located in the heart of Fayoum Oasis, is a living example of sustainable tourism. This report aims to highlight the village's unique value, cultural richness, and eco-friendly practices — not to promote commercial trips, but to raise awareness about the importance of protecting such destinations.

Project Concept and Origin

The idea for this project emerged from our shared interest in promoting sustainable tourism and eco-tourism in Tunisia Village. As part of the Digital Marketing Specialist course, we were tasked with researching and developing strategies to raise awareness of this unique destination. The inspiration for focusing on Tunis Village came from its rich cultural heritage, vibrant local crafts, and potential for eco-friendly tourism. Our goal is to highlight Tunis Village as a sustainable tourism destination, showcasing its pottery craftsmanship, natural landscapes, and eco-lodges, while creating an informative and engaging experience for potential visitors.

1. Why Tunis Village?

- Rich cultural heritage rooted in pottery and crafts.
- A model of eco-tourism: peaceful, natural, and authentic.
- It grew organically through community efforts, not large-scale development.
- Represents the balance between tourism, environment, and local life.

2. Tunis Village & Sustainability

Tunis is a real-life application of sustainable tourism, where people, planet, and culture come together in harmony.

Environmental:

- Buildings made of local natural materials.
- Clean environment, no visual or noise pollution.
- Green spaces, minimal energy use, natural lighting and ventilation.

Social:

- Locals actively engage with visitors (not just serve them).

- Women and youth empowered through pottery education.
- Traditions are passed on to preserve identity and history.

Economic:

- Tourism supports the local economy directly.
- Guests buy local handmade products.
- Small eco-lodges run by families instead of big hotels.

3. Unique Selling Points (USPs)

- Internationally recognized for its pottery school.
- Peaceful atmosphere far from crowded tourist sites.
- Scenic views of Lake Qaroun and green landscapes.
- Workshops and hands-on experiences in crafts.
- Locals are part of the experience — not separated from it.

4. Target Audience

Tunis Village appeals to:

Age	Interests	Location	Budget
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25–45 yrs	Eco-tourism, culture, relaxation	Cairo, Giza, expats	Mid–High
18–24 yrs	New experiences, learning, travel	Universities, youth	Budget–Mid

5. Current Sustainable Practices

- Low-impact activities: walking, cycling, horseback riding.
- Traditional methods in pottery and daily life.
- Community-led tourism: locals are the hosts, guides, and creators.
- Simple living, without modern overdevelopment.

6. Suggested Awareness Approach

Since the goal is awareness, not organizing trips, the strategy should be:

Digital Education:

- Create a website or page with:

- Interactive map
- Real stories and visuals
- Sustainable tourism tips
- Use simple social media posts and videos.
- Show the human side of the village — the people, their work, their stories.

Educational Messaging:

- Focus on values: respect, learning, cultural appreciation.
- Promote responsible travel behavior.
- Encourage support for handmade crafts and ethical tourism.

7. Why This Matters

Raising awareness about Tunis Village goes beyond one destination. It's about:

- Protecting natural and cultural heritage.
- Supporting small communities through fair tourism.
- Spreading the concept of sustainable travel in Egypt.

Conclusion

Tunis Village is not just a place — it's a living model of sustainability, culture, and community. Sharing its story can inspire others to travel better, support local life, and preserve Egypt's hidden treasures.

What's Next: “Future Plans for the Project”

- Enhance the content quality and structure to be bilingual (Arabic & English) to reach both local and international audiences.
- Create a dedicated website for Tunis Village to serve as a reliable resource for visitors.
- Develop an interactive digital map showing:
 - Locations of eco-lodges, pottery schools, cultural activities, and natural spots.

- Information about each location (services, prices, booking method if available).
- Keep the page and website free from commercial sales, focusing only on awareness and guidance.
- Empower travelers to plan their trips independently, offering flexible options that match their budget and preferences.
- Raise awareness of transportation and accessibility issues to help solve one of the key weaknesses in the village's tourism flow.
- Position the page, map, and website as a digital tour guide for anyone interested in visiting the village, with trustworthy and updated information.

Expected Questions & Team Reflection

1. Why did you choose Tunis Village?

We chose Tunis Village because it represents a unique model of sustainable tourism in Egypt. It's rich in culture, known for its pottery craftsmanship, and has grown organically through community efforts. It's not a typical tourist destination, which makes it perfect for raising awareness about responsible and eco-friendly travel.

2. What makes your project different from other pages?

Unlike other pages that promote commercial trips or travel services, our project focuses solely on awareness. We aim to educate people about sustainable tourism and highlight the village's cultural and environmental value without selling any products or trips. Our content is storytelling-driven and community-centered.

3. What was the most impactful part of this experience?

The most impactful part was discovering how digital marketing can be used as a tool for social and environmental impact. Learning how to target the right audience, tell authentic stories, and see real engagement from people who were inspired by the content was incredibly rewarding.