

# SMART

DIGITAL  
SUSTAINABLE  
TOURISM

## Alentour

<b>Practice Category/(ies)</b>	Environmental protection and conservation
<b>Author of the Practice</b>	French government supported by Banque des Territoires
<b>Country/EU/Worldwide</b>	France
<b>Short Description</b>	Alentour proposes the booking of local tourism activities in cooperation with local tourism professionals.
<b>Long Description</b>	Alentour connects leisure activity professionals with hotels, campsites, lodges, inns, bed and breakfasts, and tourism institutions so that visitors can instantly book a rich and varied range of local activities. This platform is part of the trend of slow-tourism and sustainable tourism: geared towards the quest for experience, it wants to promote the local economy and the protection of the environment. The tool is available through a website and as a QR code at destinations.
<b>Type (online platform/ mobile app)</b>	Online platform
<b>Target Group</b>	Professionals
<b>Free/To be paid for</b>	Free
<b>Adaptation Needs</b>	Professionals can add their information on the website. The tool could be a way to promote an overall more sustainable tourism offer.



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<b>Website</b>	<a href="https://www.alentour.fr">https://www.alentour.fr</a>
<b>Contact</b>	<a href="mailto:contact@alentour.fr">contact@alentour.fr</a>

