

# SMART

DIGITAL  
SUSTAINABLE  
TOURISM

## Normandie Tourisme

<b>Practice Category/(ies)</b>	Promotion and conservation of cultural heritage
<b>Author of the Practice</b>	Department of Hauts-de-Seine (92)
<b>Country/EU/Worldwide</b>	France
<b>Short Description</b>	This application linked to impressionist art will support the development of links between relevant sites and destinations as a whole.
<b>Long Description</b>	<p>The department of Hauts-de-Seine, together with a number of partners is working on the development of a digital tool for impressionist archipelagos which will serve as a digital mediation tool for several sites the entire larger destination. The digital tool will allow visitors to have information about Impressionism but it will also promote roaming between the different sites that make up the destination.</p> <p>The tool will combine presence at the different sites and virtual reality and will be targeting both French and international visitors and tourists in order to engage them in unforgettable experiences through a mix of on site experiences combined with virtual reality features.</p> <p>Impressionism will be used as a means to link up different sites of the destination and promote world renowned cultural heritage. At the time of writing the name of the tool is not yet known and the tool is not yet in service.</p>
<b>Type (online platform/ mobile app)</b>	Mobile app
<b>Target Group</b>	Professionals and Educators
<b>Free/To be paid for</b>	Free (TBC)
<b>Adaptation Needs</b>	To be determined once the tool is in service.



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<b>Website</b>	<a href="https://pronormandietourisme.fr/nos-actions/contrats-de-destination/destination-impressionnisme/innovation-un-outil-digital-pour-les-archipels-impressionnistes/">https://pronormandietourisme.fr/nos-actions/contrats-de-destination/destination-impressionnisme/innovation-un-outil-digital-pour-les-archipels-impressionnistes/</a>
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