

# SMART

DIGITAL  
SUSTAINABLE  
TOURISM

## Pitaca Platform

<b>Practice Category/(ies)</b>	Promotion of sustainable rural development
<b>Author of the Practice</b>	Nièvre Tourisme
<b>Country/EU/Worldwide</b>	France
<b>Short Description</b>	The project funded by the European Regional Development Fund 2017-2018 consists of creating an intelligent digital tourist information point, embodied by a virtual tourist adviser.
<b>Long Description</b>	<p>In May 2019, the Pitaca platform won the Regional Prize for Tourism Innovation. The project consists of creating an intelligent digital tourist information point, embodied by a virtual tourist adviser. The initial objective of the project is to increase the tourism consumption of visitors staying in the rural area of Nièvre, in Bourgogne-Franche-Comté, and to make all tourist information accessible 24 hours a day, 7 days a week, using modern and innovative tools. The smart digital tourist information point is a welcome, information and recommendation portal run by a smart digital tourist adviser, searchable using natural language. Its missions are to inform visitors about offers (news, events, service providers, etc.), to support them in their search for information, to provide them with recommendations depending on the context, to answer their questions, to guide them and push useful tips and good plans.</p> <p>The objective of this tool is to provide tourists with information and recommendations, more specifically outside office opening hours and throughout the area. It is also a question of guiding and informing tourists of the news and good plans, and enabling them to make online reservations. There is no specific mention of the sustainable offer of the tool. In any case the project can certainly support rural tourism and rural development and local businesses.</p>
<b>Type (online platform/ mobile app)</b>	Online platform



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<b>Target Group</b>	Professionals
<b>Free/To be paid for</b>	Free
<b>Adaptation Needs</b>	The platform has potential to be adapted and to be used in other rural areas. There could be a special focus on sustainable offers to raise awareness about sustainable tourism.
<b>Website</b>	<a href="https://ec.europa.eu/regional_policy/fr/projects/France/a-smart-digital-platform-for-tourists-developed-in-nievre-france">https://ec.europa.eu/regional_policy/fr/projects/France/a-smart-digital-platform-for-tourists-developed-in-nievre-france</a>
<b>Contact</b>	<a href="http://www.nievre-tourisme.com/">http://www.nievre-tourisme.com/</a>



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