

SMART

DIGITAL
SUSTAINABLE
TOURISM

Totemus

Practice Category/(ies)	Promotion and conservation of cultural heritage
Author of the Practice	Totemus
Country/EU/Worldwide	Belgium
Short Description	Treasure Hunt application which links sport with culture, heritage and adventure.
Long Description	Currently available all across Belgium the app makes it possible to discover lesser known areas and destinations through walks of different length with tasks and stories along the way which allow the discovery of legends, stories, gastronomy, cultural heritage etc. The app guides people to lesser known destinations and to the discovery of local culture and heritage. It also provides an interesting option for local and domestic tourism. Users receive badges after the completion of every walk which encourages them to collect them and continue discovering local and regional sites. Currently the app is targeted towards domestic tourism and is only available in French. The app is available on the app store for devices using Android and IOS.
Type (online platform/ mobile app)	Mobile app
Target Group	Professionals and educators
Free/To be paid for	Free
Adaptation Needs	The app could be extended to include other destinations and could be made available in other languages in order to draw tourists to lesser known destinations.



Co-funded by the
European Union

PROJECT NR: 2021-1-FR01-KA210-VET-000029653

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