



TOURISM-IT

The reference portal for Tourism Companies



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WHAT IS TOURISM-IT

The European reference portal for tourism companies, focused on SMEs.

Reliable and up-to-date
information of official webs
&
ICT Tools

WHY TOURISM-IT: OBJECTIVES

- ✓ Improve competitiveness and efficiency of the tourism industry, particularly SMEs



Through the use of Information and communication technologies tools by creating a web portal

A FUTURE STRATEGY

The ICT & Tourism Business Support Portal, **Tourism-IT**, is part of the ICT – Tourism Initiative, one of the 21 actions taken to support the sector within the framework of the EC tourism strategy.



The initiative comprises three main pillars:

- ❖ a political component developed with the High-Level Group;
- ❖ a technological component organised through the Tourismlink project;
- ❖ an operational component represented by the ICT & Tourism Business Support Portal.

WHAT WILL IT OFFER

A management section with information on

Start-up in tourism	Target markets info
Business plan	Legislation
Human resources management	
Marketing and sales	Finances
Growth	



E-TOOLS: Training

- E-kit toolboxes: aimed at improving operations management, the development of the tourism offer, and the sustainability of the business models. SMEs'
- E-Kit knowledge: aimed at improving skills in the areas of promotion, merchandising, communications and marketing, based on ICT.

AND MORE

E-accessibility in tourism - News/opportunities – Links - TourismLink

WE ARE COUNTING ON YOU

Tourism-IT aims to be a participatory project, open to the sector.

**Let us know your needs, your opinion and suggestions
And help us to spread the information**

Find all information on our digital brochure

<http://bluevista.ceros.com/segittur/tourismiting/page/1> available on
www.segittur.es



<http://www.facebook.com/EU.Enterprise>



http://twitter.com/EU_enterprise

CULTURAL TOURISM

Tourism-IT will be a tool that will enable the development of tourism products and companies in Europe.



THE CONSORTIUM: experience and role

SEGITTUR	PLANET MEDIA	GDTUR	EASPD
<p>State Company, entirely participated by the Central Administration of the State, depending on the Ministry of Industry, Energy and Tourism.</p>	<p>A leading ICT provider of multiplatform e-business solutions with a thorough experience in design, development and management of portals.</p>	<p>A company dedicated to consultancy and the development of e-learning training for professionals, with more than 20 years of experience.</p>	<p>The European Association of Service Providers for Persons with Disabilities. Network of social service providers for persons with disabilities.</p>
<p>Leader of the project coordinating diffusion and communication.</p>	<p>Technological partner.</p>	<p>In charge of content and training tools.</p>	<p>Responsible for the portal's accessibility.</p>

THANK YOU FOR YOUR ATTENTION

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