



## **www.GEOCOMPASS.net puts the tourism business on the map!**

**Tourism SMEs in rural areas across Europe have limited access to knowledge, technology and media that could help them understand market needs, investigate their competition, design added-value services and promote them to a wider customer base. GEOCOMPASS contributes to the inclusion of such businesses in the e-economy offering a GIS map-based geo-navigational Internet service in a newly emerging market by the active participation of technology and knowledge providers and local authorities.**

**G**EOCOMPASS is a European-wide service that will be created and put in the new market with the co-financing of the European Community. GEOCOMPASS, as a business provider, will offer high quality GIS mapping solutions and infrastructure bundled together with a strong brand name and substantial promotion and marketing services to mountain and countryside tourism (MCT) communities in Europe, with particular focus to tourism SMEs, to local and regional authorities, to development agencies and to local professional organisations.

GEOCOMPASS aims at contributing to the inclusion of tourism businesses in the e-economy, along the objectives of the eTEN programme, and through:

- The retention of control of data and intellectual property by the local SMEs and local nodes representing them.
- The provision of cheap access to a large network of dedicated MCT services, with large visibility and exposure across Europe
- The development of an IT infrastructure from which SMEs would otherwise be excluded because of their size.
- The implementation of high level security infrastructures for all participating SMEs.
- The enhancement of e-skills

Expected results include the reinforcement of SMEs' competitiveness in remote areas through the use of e-services and the building of an attractive promotion tool based on accurate GIS mapping information for their region.

The overall objective of GEOCOMPASS is to explore the commercial exploitation of the service prototype and provide the technological basis, as well as community wide administrative, marketing and financial best practices, which will allow local authorities of areas with mountain and countryside tourism interests to be the leaders in tourism communities' development.

Five countries, eight partners mapping new ways to advance tourism market with the means offered by new technology. In the first phase, GEOCOMPASS it will be deployed in Greece, Italy and Austria. The European Commission contributes 950,000€ to this project.

Web Site: <http://www.geocompass.info>

