

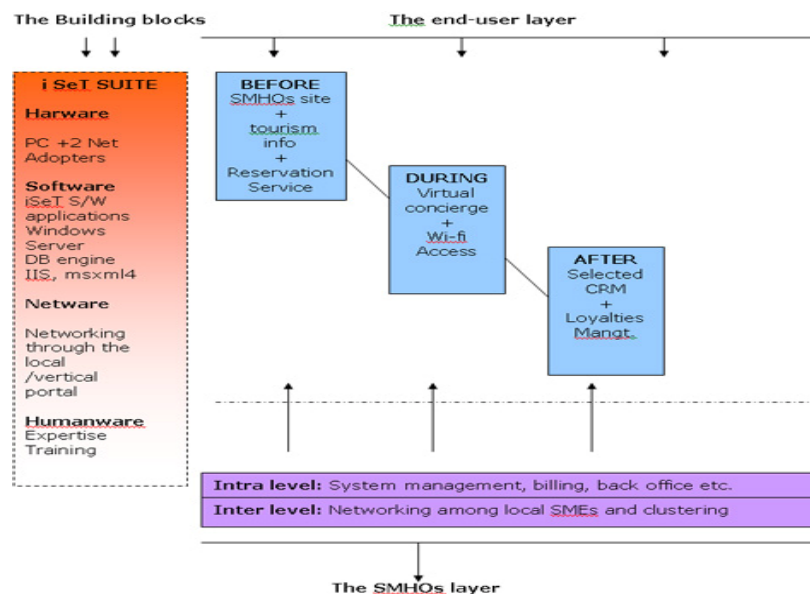


i-SeT

The i-SeT service is an internet based tool-set that targets the integration of the value chain of Small and Medium-sized Hospitality Organizations (SMHOs) by supporting their management activities and providing specific services for customers, employers, other SMHOs, hoteliers, public authorities and the wider public.

The i-SeT service provides:

1. **The “Before” service** where the end customer “visits” the SMHO where he/she gets (through the **i-SeT** portal) tourism information as well as a reservation service.
2. **The “During” service** where the end customer “gets” (through wi-fi connections) internet access and a virtual concierge service (information related to the local weather, transport, attractions etc.)
3. **The “After” service** where the end customer “gets” selected CRM (customised information, special offers etc.) and loyalty management services.
4. Last but not least, **in the intra-organisational level** the hotel employee will have access to an easy to use management system that permits the administration of all the above activities (i.e. user profiling, etc.), as well as
5. **in the inter-organisational level the hotel owner** will have access to a vertical portal dedicated to clustering and networking activities of the local tourism SMEs.



The project aims to validate the market potential of the i-SeT service in 4 specific locations of Europe in order to enable the business making a company to deploy the service after the end of the project:

- 25 SMHOs from AGROTOURISTIKI S.A. in Greece,
- 25 SMHOs from DIGIPRO in Cyprus
- 25 SMHOs from the Valencia Foundation in Spain,
- 25 SMHOs from Provincia di Brescia in Italy

By the end of the project, the insights and data from the service validation will flow into a Deployment Strategy and Business Plan that will give the basis to position the i-SeT tool-set in the market and deploy it first in the 4 European countries and then Europe-wide. The i-SeT consortium, under a specific business scheme that will be determined throughout the project lifetime, will distribute the service through a network of distributors, maintain it as well as build on its components to provide a flow on new, similar services through a collaborative R&D approach.

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