

# ***INNOVATIVE ACTIONS PROGRAM, 2002-06***





# Description of actions



1. *Quality in tourism.* Creation of a regional quality standard specification and benchmarking for large tourist operations.
2. *Support for the creation of start-up innovative enterprises in the tourism sector.*
3. *Digital Ionian Islands.* Portal and applications that will proactively produce the digital background of the region and provide services to entrepreneurs.
4. *Intelligent Regional Risk-Crisis Management System*
5. *Innovative knowledge management* (Reassuring future resumption of Program's results and actions)
6. *Networking and collaborations with other regions*

# Action “Digital Ionian Islands” In brief...

- ✍ Design and development of an integrated technological platform of applications for the promotion of Region’s tourism and cultural product and for the provision of services to the tourism sector.*
- ✍ Integrated platform over which, the results of the other actions of the project will be diffused*
- ✍ The digital platform will be the regional asset which will be used for the creation of innovative services in the tourism sector, such as: provision of consulting services to the tourism entrepreneurs, selection and booking of hotels, digital cultural paths, trips’ planning for cultural events etc*

# Objectives

- ✍ The reinforcement of the tourist sector of the Ionian Islands through the creation of new kind of tourism enterprises with the use of innovative information technologies
- ✍ The digital promotion of historical and cultural heritage of Ionian Islands
- ✍ The further education of local tourism entrepreneurs in issues concerning the opportunities of information technologies
- ✍ The reinforcement of cooperation in regional and interregional level

# Innovative aspects



- ✍ Special focus and effort is given to include entrepreneurs in the whole “innovation through e-technology” process
- ✍ Custom made applications to the tourism entrepreneurs to present them with the capability for the provision of new and improved services to the public (tourists)
- ✍ Lack of new technologies use in the Region of Ionian Islands
- ✍ Combination of new developments within world wide web technologies, to provide an integrated environment which will act as a main portal for tourism information in the Ionian Islands
- ✍ Pilot action which can serve as a basis for the transfer of results to Regions sharing common characteristics (e.g. Corsica, Malta, Aegean Islands etc)

# Services for the entrepreneurs

- ✍ Interactive e-magazines
- ✍ Consulting services over www
- ✍ Customized newsletters
- ✍ Specific search engines
- ✍ Case tools for web presence and e-booking services provision
- ✍ Cataloguing

# Services for the tourist

## Information provision

-  Historical, Cultural and Environmental data
-  Provision of tourism services within the Region of Ionian Islands

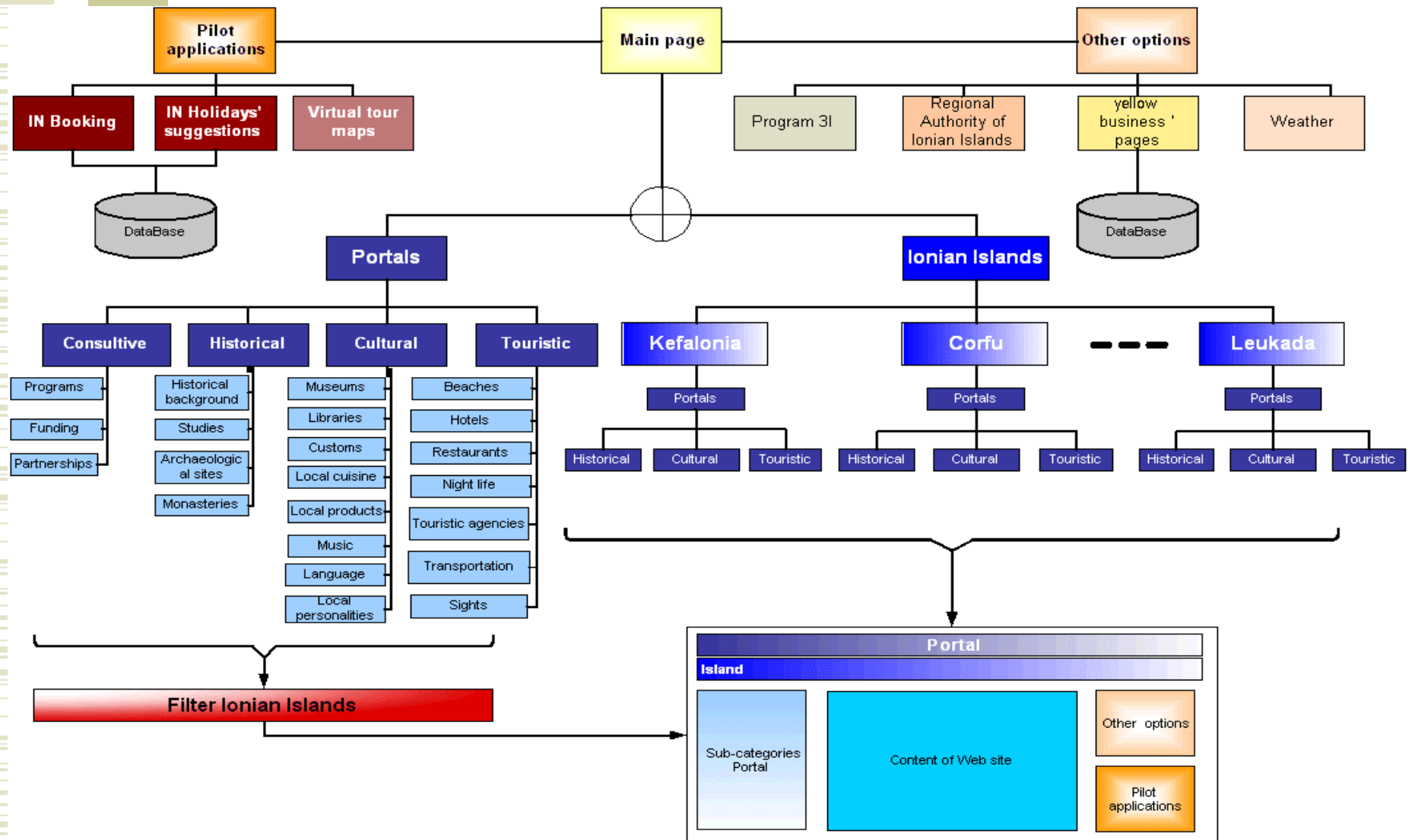
## Customized search engines and newsletters

## Virtual maps

## Interactive design of holidays

## Interconnection with other sources of information




# Sitemap





# Exploitation

## *Support unit for innovation management (Action 5.1 of the 3I Programme).*

-  Creation of a permanent support mechanism for innovative activities concerning the Region (master plans for further actions, ensuring of funding, consulting services for the businesses, publicity, continuity of present project 's actions, promotion of the Region etc.)
-  Cooperation of the Tourism Corporation of the Ionian Islands (ETIN)
-  All Information systems which will be produced as a result after the completion of the action "Digital Ionian Islands", will be provided to the Support Unit. They will then act as one of the main mechanisms which will fortify the viability of this unit

# Exploitation

## ✍ Possible financial sources:

- ✍ The tourism entrepreneurs that they can pay an amount for a completed presentation in the yellow pages application
- ✍ Hotel owners, so as to be included in the IN booking application
- ✍ Travel agencies in order to offer their product through the application “IN Holiday’s” suggestions

# Synergy with the ROP

- ✍ Tourism promotion
- ✍ Cultural infrastructure and services
- ✍ Development of Innovation, Research and Technology
- ✍ Encourage of Tourism and Manufacture activities

# Thank you for you attention

 **For more information**

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