Abstract:
The emergence of the more and more successful information and communication technologies led gradually to a significant modification of the plans of casting of the tourist products. In this new context arises then the problem of the imbalance of the structures and the practices between the hotel chain business and the independent hotel units.

This article deals as this problem. So, we will present the methodological frame of the research, articulated around an exploratory investigation equipped by a questionnaire intended for the leaders of hotel small and medium sized firms. The results of this investigation and the analysis establish the first fundamental elements of our approach Information Systems (IS) directed hotel small and medium-sized firms.

Then, we will lead a reflection about the numeric activity improvement of traditional hotel actors, the hotel small and medium size firms, by showing the main concepts to a methodological step adapted to this units, in the goal to optimize the hotel internet activity with new communication and commercial logics into tourist products market.

Keywords : E-Tourism, Manners of Internet, Conception of Information Systems, Small and Medium Sized Firms