

Leisure and Tourism

The tourist industry is one of the key economies in Andalusia, creating as it does, some 12% of GDP and regional employment. The CTA actively supports Andalusian businesses which are developing technological advances to make the sector more competitive.

One of the main challenges is the development of ICT applications in order to increase the amount of information about clients/tourists so as to personalise the market in a proactive way, and even anticipating the client's needs. The application of new technology such as big data, the internet of things (IoT), artificial intelligence and robotics, amongst other innovations, is undoubtedly transforming business in the retail and tourism sectors.

The CTA actively seeks out and promotes opportunities for cooperation between the leisure and tourism sector and its associate members from other areas in order to encourage innovative projects.