



Digitalisation and Safety for Tourism

Thematic Smart Specialisation Platform for
Industrial Modernisation



Comité de las Regiones
Bruselas -27 septiembre 2017

Secretaría General para el Turismo
Consejería de Turismo y Deporte
Junta de Andalucía

Digitalisation for Tourism

The **challenge** of Digitalisation requires a **proactive approach**.

It entails:

- **Extensive** use of **information**.
- Improves both **productivity** and **competitiveness**.
- Provides a **better travel experience**.

It is an **opportunity** to contribute to more **sustainable practices** and **preservation of heritage**.

To pursue the improvement of Sustainability: **accessibility, preservation of heritage, use of information (Big Data)**.

Digitalisation in Andalusia Tourism Policy

Andalusia Tourism policy

Strengthen **digital strategy**.

Strengthen the **Business network**.

Provide **technological solutions**.

How?

Tourism Innovation Center



Training and
assistance to
professionals.

Fostering the
entrepreneurship.

Networking events.

RIS3 in Andalusia

RIS3 as an opportunity in the growth and development in Andalusia.

Key reference in planning and economic programming 2014-2020.

Main goal: to stimulate private investment + capitalise public resources.

How it has been developed?

Governance model - Consensual
open and participatory **solutions.**
process.

Tourism and Digitalisation are included as priorities for Andalusia RIS3.

The commitment of Andalusia with RIS3

Priority lines of action

- Research and innovation in **innovative tourist products**.
- Develop of **new models of tourism**.
- **Research and innovation in accessibility** for Tourism.
- **Innovation in the cultural and creative industries**.

The commitment of Andalusia with RIS3

**How can we
contribute to the
partnership?**

- Experience in tourism digitization and innovation,
- in order to benefit the interregional value chain in tourism,
- reinforcing tourism industries at European level,
- promoting and facilitating investments,
- the regional growth,
- and job and investment opportunities.

Digitalisation and Safety for Tourism
Thematic Smart Specialisation Platform for Industrial Modernisation

Thank you!!

Susana Ibáñez Rosa
Secretary General for Tourism in Andalusia



Consejería de Turismo y Deporte
Junta de Andalucía

