

"Digital Challenges for Small Tourism Businesses in Seville: Competing with Big Players, Costs, Security, and Adaptation"

Sevilla's tourism industry stakeholders have identified several challenges that small and medium-sized enterprises (SMEs) in the sector face in a digitalized business world: Competition: Digitization has enabled many large tourism companies to have an online presence and reach a global audience, making it harder for some SMEs to compete. Costs: Digitizing an SME can be expensive, especially if it requires the hiring of specialized personnel. In addition, the real return on investment is often unknown. Security: Handling customers' personal and financial information, such as booking and payment details, can pose cybersecurity risks. Adapting to change: Digitization involves constant and rapid changes in technology, sales channels, consumer habits, etc. Lack of knowledge, advice, and qualified personnel is another drawback. Moreover, a resistant attitude towards change by managers highlights the severity of the problem. On the other hand, the existence of Online Travel Agencies (OTAs) channels the sector through companies that limit the standardized market. SMEs lack the necessary exclusivity to face these difficulties. There is also a lack of technological integration, such as the implementation of Business Intelligence models, self-service tools, as long as they fit your business model. SMEs in the tourism sector must confront these challenges to remain competitive and meet the changing demands of consumers in the digital age.