



"The public sector seeks objective data to make better decisions."

About Turismo y Planificación Costa del Sol:

Turismo y Planificación Costa del Sol, S.L.U., is a public company of the Provincial Council of Málaga, born from the merger of the Planning and Development Society, SOPDE, and the Costa del Sol Tourism Board, to promote the province as a tourist destination and support economic growth by designing and executing projects for private companies and public entities.

Industry: Leisure, Travel, and Tourism

Region: Spain

Company Size: 51-200 employees

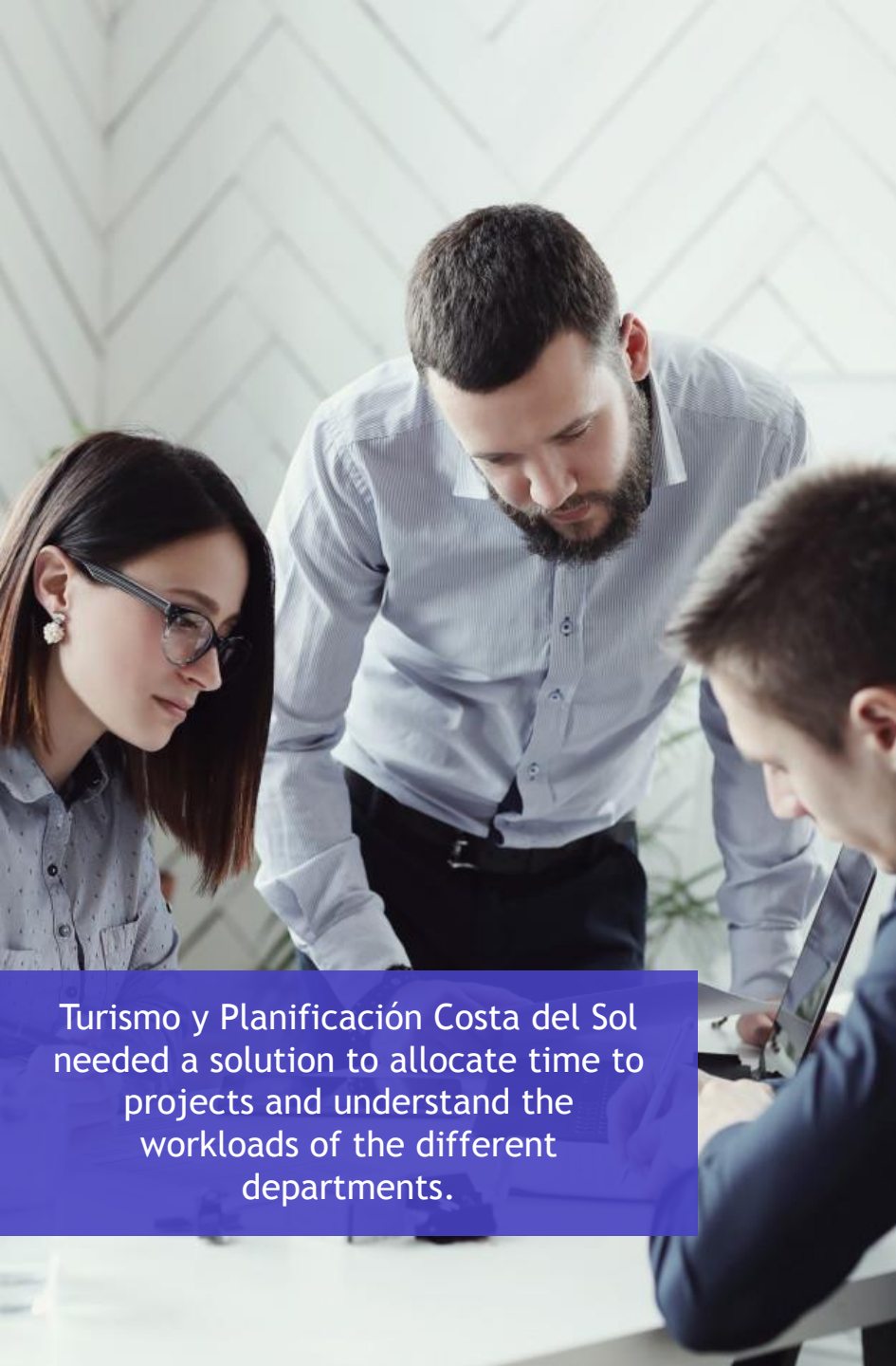
WorkMeter Products: [Project management software](#) - [Performance management software](#)

The challenge

The well-deserved fame of the Costa del Sol as one of the most attractive and important tourist destinations in Spain and Europe is not solely due to the excellence of its beaches, the beauty of its landscapes, or the hospitality of its people.

Behind this powerful brand is also the tireless work of a public company, Turismo y Planificación Costa del Sol, whose purpose is precisely to promote the province of Málaga as a tourist destination and support its economic growth through various projects with public entities and private companies. A subsidiary of the Provincial Council of Málaga, the company is the result of the 2015 merger of two entities: the Planning and Development Society (SOPDE) and the Costa del Sol Tourism Board.

This union meant integrating a joint workforce of nearly 70 people with different methodologies and work approaches under a single name. It was an organizational challenge that forced the company's leaders to seek solutions to better manage these professionals and obtain reliable data on their activities.

A photograph of three business professionals in a meeting. A man with a beard and a light blue shirt is leaning over a desk, looking at a laptop. A woman with glasses and a patterned shirt is looking at the laptop. Another person is partially visible in the foreground, also looking at the laptop. The background is a modern office with a white wall and a plant.

Turismo y Planificación Costa del Sol needed a solution to allocate time to projects and understand the workloads of the different departments.

Automate time
tracking

Improve
decision-m
aking

Optimize
time
management

The solution came three years ago thanks to WorkMeter's project management software.

Above all, we needed to understand the workload of the teams in the different departments. The implementation of WorkMeter's project management software has provided us with that analysis based on real data," summarizes Juan Carlos Rojas, their Director of Operations and Management Control.

Rojas had already had a positive first experience with the application in its early stages, shortly after it hit the market. However, it wasn't until after the integration of the two entities that it became clear they needed a more professional tool to bring order to their way of working.

"We had the problem that one part of the company used a project manager to allocate the time spent on them, while another part did not. With WorkProject, we have managed to standardize time tracking through a single application."



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Previously, time tracking was based on the notes taken by the employee, which led to all kinds of inaccuracies and human errors.

The project management software, assures this executive, has marked a turning point by surpassing the old control systems used by the company. *“Previously, the supervision of workloads was based on the opinion of each department's management. As for time tracking, it was done based on the notes taken by the employee, which led to all kinds of inaccuracies and human errors,”* explains Juan Carlos Rojas.

The solution came three years ago thanks to WorkMeter's tool. It was precisely the need to objectify that process, in order to make better decisions based on data rather than subjective impressions, that led the company to implement the project management software.

Now, time tracking is done based on rules and automated processes, which makes the system much more reliable,” concludes the Director of Operations and Management Control of the public company from Málaga.

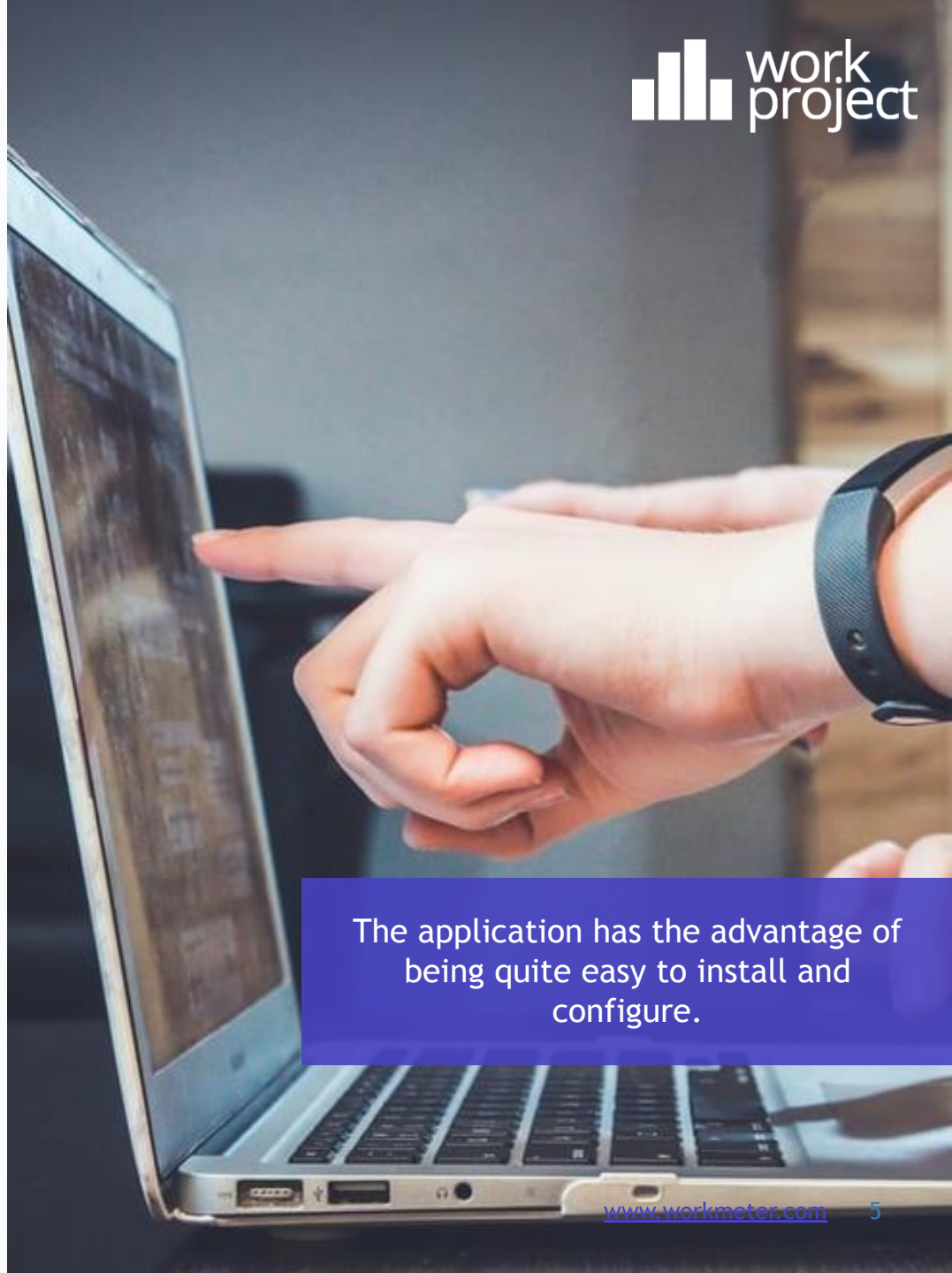
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Result

The change brought about by the use of WorkMeter's project management software at Turismo y Planificación Costa del Sol has been gradual. 'Technology must be introduced in small doses,' recalls Juan Carlos Rojas. Especially because, aside from the complexity of an implementation of this kind, any innovation initially generates some reluctance that needs to be overcome.

There is an adaptation process. *"There was some resistance to change, which has gradually diminished. Moreover, the application has the advantage of being quite easy to install and configure. In that sense, **the excellent availability of the WorkMeter team to assist us with the implementation of the application** has helped and continues to help us a lot,"* says the Director of Operations and Management Control.

A close-up photograph of a person's hand pointing at a laptop screen. The hand is wearing a black wristband. The laptop is silver and the screen shows a blurred interface. A blue text box is overlaid on the bottom right of the image.

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"One of the aspects that Turismo y Planificación Costa del Sol values most about the tool is the **ability to analyze the time employees spend on the various applications on their PCs. Accurate, real-time information is allowing the company to improve its organizational processes.**

The comprehensive monthly reports and the support provided by the WorkMeter team are other highly appreciated aspects of the service. *"I would say that the application has met 90% of our needs. And we are already working with WorkMeter on some improvements that we believe can be implemented to reach 100%,"* says the Director of Operations and Management Control.

Juan Carlos Rojas mentions that some people are surprised that a public company uses such an exclusive and comprehensive tool. But he reminds us that the pursuit of excellence and organizational improvements is not exclusive to the public or private sector. **"I would recommend WorkProject to any company that wants a clear, unbiased view of what their teams are doing regarding time tracking for projects and the applications used for that purpose."**

Would you say you have improved with the application?

"We have a lot of data that proves this improvement," he assures. However, perhaps the most significant improvement is the shift in paradigm that comes from incorporating the concept of measurement into the daily operations of a workforce. "Why" concludes Juan Carlos Rojas, **"nowadays, an application that allows you to analyze data objectively should already be categorized as a major improvement."**

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