



PANTOUR
PACT FOR NEXT TOURISM GENERATION SKILLS

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**HOW HAVE DIGITAL, GREEN, AND
SOCIAL SKILLS EVOLVED OVER THE
PAST TWO YEARS?**

*An update on the latest trends and
developments in the Tourism and
Hospitality Sector*

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- **Tourism = 12.7% direct GDP / up to 33.7% total impact**
- **€30.2bn direct contribution (2024)**
- **Supports ~1 in 5 jobs in Greece**
- **40.7 million visitors (2024)**
- **Increasing digital expectations from guests**

For every €1 of tourism activity, an additional €2.4 is generated in the Greek economy

Digital Skills





Greek Hospitality before 2022: SMEs relied on traditional processes, with limited use of data and digital tools in decision-making.

Ministry of Tourism



**Acceleration Factors
→ New technologies
Adopted**



**Skill Shift: From
service execution
to experience
design supported
by digital tools**

A modern hotel room interior featuring a light-colored sofa with a textured pillow, a round coffee table with a book and a vase, a desk with a laptop and headphones, and a bed in the background. The room has a minimalist aesthetic with concrete walls and a large window. A neon sign on the wall reads "Whaaaat".

ONOMA Hotel

Fully digital guest journey, including mobile check-in, digital room keys, and in-room tablets. Guests interact with the hotel digitally throughout their stay.

Sani/Ikos Group

- Unified Communication Platform
- Cloud data & Collaboration
- Digital Buffet Labeling
- HR Digital System with automation in recruitment and workflows



INSETE: Institute of the Greek Tourism Confederation (SETE)

- Research & training body for Greek tourism sector
- Focus on:
 - Digital transformation
 - Workforce upskilling
 - Industry insights & data
- Training programs:
 - Digital skills
 - Customer experience
 - Tourism strategy



AI & Future Skills:
New skill such as data interpretation and AI literacy.
Automation reduces manual tasks and increases the need for higher-level cognitive and analytical skills.

52% of the Greek population has basic digital skills, below the EU average.

Shortage of ICT specialists and limited access to structured training programs, particularly in tourism.

INTERDEPARTMENTAL MASTER'S PROGRAMME

Digital Technologies in Hospitality Management and Tourism

Ionian University - Department of Informatics - Department of Tourism

The Interdepartmental Master's Programme "Digital Technologies in Hospitality Management and Tourism" aims to provide specialized knowledge and develop skills in the use of new digital technologies in the tourism sector and hospitality businesses in order to develop and manage innovation in them.



Embed digital skills in Hospitality & Tourism curricula

Final words

There is still a noticeable skills gap. The future of the industry will be shaped by data, artificial intelligence, and personalized experiences.

The most successful professionals in hospitality will be those who combine digital capabilities with strong interpersonal and service-oriented skills.



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Efharisto
(Thank you)

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