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**ANNOUNCEMENT**

**Skillscapes: The New Digital Observatory Mapping the Labour Market  
and Skills in Greek Tourism**

Thessaloniki, 13 May 2026

The Skillscapes Observatory is a new digital knowledge platform for Greek tourism, using modern data analysis tools to highlight market trends, workforce needs, and the skills that are becoming increasingly important. The platform combines advanced data analytics, interactive maps, and dynamic visualizations to provide timely, reliable, and actionable insights into the tourism economy and labour market.

The platform addresses workers, businesses, training providers, researchers, regional authorities, and public organizations that require better tools for understanding and decision-making during a period of rapid change. It also serves the wider public seeking a more comprehensive understanding of the tourism labour market, whether for personal interest, career orientation, or professional planning. Through tables, graphs, and comparative visualizations, users can explore data at national, regional, and European levels. The Observatory is freely accessible at: [Skillscapes Observatory](#)

The Observatory was developed within the framework of the Skillscapes project, implemented through the National Recovery and Resilience Plan “Greece 2.0,” funded by the European Union – NextGenerationEU. The development was coordinated by the **Data Science and Web Technologies Lab of the School of Informatics at Aristotle University**, under the direction of **Professor Athina Vakali**, in collaboration with the **Labour Geography Research Lab of the Department of Geography at the University of the Aegean**, under the direction of **Professor Stelios Gialis**.

**Why Now**

According to the project contributors, the Greek tourism labour market is undergoing a period of intense transformation. Seasonality, labour shortages, skills mismatches,

the green and digital transition, and major regional disparities are shaping a demanding, constantly evolving, and often precarious employment landscape. At the same time, available data are frequently fragmented, difficult to compare, or delayed.

In this context, access to timely and reliable knowledge becomes essential. The Skillscapes Observatory contributes by gathering and organizing data on tourism, the economy, employment, and skills, transforming them into understandable and useful information. In this way, users can understand not only what is happening today, but also how market needs evolve over time and across regions.

### **What It Is and What It Offers**

The Skillscapes Observatory is an interactive data platform that provides a comprehensive overview of:

- the economy and investment trends in Europe,
- Greece's regional tourism markets,
- the Greek tourism labour market,
- the performance of the tourism industry at the European level,
- labour markets and skills across Europe.

In other words, the Observatory does not examine Greek tourism in isolation. Instead, it places it within a broader European framework, enabling comparisons, deeper analysis, and evidence-based decision-making.

### **How It Works in Practice**

The Skillscapes Observatory includes five main thematic sections:

- **EU Economy:** economic performance and investment trends in Europe  
[EU Economy Dashboard](#)
- **Greek Tourism:** in-depth analysis of Greece's regional tourism markets  
[Greek Tourism Dashboard](#)
- **Greek Labour Market:** analysis of the Greek tourism labour market  
[Greek Labour Market Dashboard](#)
- **EU Tourism Overview:** comparative overview of tourism performance across Europe  
[EU Tourism Overview Dashboard](#)
- **EU Labour & Skills:** analysis of labour markets and skills across Europe  
[EU Labour & Skills Dashboard](#)

The platform includes:

- interactive maps where users select variables, geographic levels, and years,
- targeted information for specific regions, including additional data and trend visualizations,
- data tables for deeper analysis,
- comparative analysis between multiple regions to highlight similarities and differences,
- downloadable datasets for further use in studies, analyses, and planning.

## **What Data It Collects**

The Skillscapes Observatory includes data on:

- tourism supply, such as accommodation capacity, lodging facilities, and employment,
- tourism demand, including arrivals and overnight stays,
- both conventional accommodation and short-term rentals through digital platforms,
- the broader economic environment, including GDP, gross value added, and investments,
- labour markets, with emphasis on sectoral specialization, working conditions, and workforce skills,
- labour demand in Greek tourism, captured through the near real-time collection of published job advertisements.

The data are drawn from official statistical sources and specialized datasets at national and European levels, including Eurostat, ELSTAT, and INSETE. The Observatory combines information on tourism, the economy, employment, regional development, and skills. A key feature of the platform is that, whenever data are available, the analysis extends to the Regional Unit level, allowing a more precise understanding of local differences and labour market needs. This enables more targeted insights into differences among regions, tourism destinations, and local economies.

## **Indicative Use Cases**

### **A. The Worker Looking for Employment in Halkidiki**

A worker interested in finding a job in Halkidiki can use the Observatory to identify occupations with high demand and the skills most frequently requested by employers. For example, the user may discover increased demand for cooks, waiters, and bartenders, while also identifying requirements such as teamwork in hospitality environments and maintaining high standards of customer service. Based on this information, the worker can make more informed career decisions, such as attending a bartending seminar or training in hygiene, customer service, and tourism operations. In this way, the Observatory not only shows “where the jobs are,” but also how users can become more competitive candidates.

### **B. The Researcher Studying the Tourism Labour Market**

A researcher conducting a study on tourism employment — either for academic publication or applied research — gains immediate access to aggregated and dynamic data through the Observatory. The researcher can explore interactive maps, apply filters by skill type, and compare employment indicators across regions. This process may reveal that certain skills appear more frequently in specific regions of the country, highlighting differences between island tourism destinations and urban centres. The platform enables a deeper understanding of the local character of labour markets and helps researchers support their conclusions with greater accuracy while contributing to better-informed policies and strategies.

### **C. The Vocational Training Center Designing More Targeted Programs**

A vocational training center can use the Skillscapes Observatory to design programs aligned with the real needs of regional labour markets. Through the platform's data, training providers can identify high-demand occupations and skills and adapt their curricula accordingly. Thanks to the geographic analysis capabilities, providers can also tailor programs by region, recognizing that different skills may be more important in island tourism destinations than in urban areas. At the same time, the Observatory functions as a continuous improvement tool, allowing training centres to monitor trends over time and dynamically update their programs to ensure they remain relevant and connected to real career opportunities.

### **Why It Matters for the Market, Research, and Society**

The Skillscapes Observatory transforms complex tourism economy and labour market data into practical knowledge. For workers, it means a better understanding of professional opportunities. For businesses and training providers, it enables better planning. For researchers and public organizations, it provides stronger evidence for decision-making. And for the country as a whole, it supports a more mature, open, and strategic approach to skills and employment in tourism.

The Skillscapes Observatory aims to become an open knowledge and documentation tool for everyone involved in planning, researching, or working in tourism.

More information is available:

- on the official Skillscapes project website:  
[Skillscapes Project](#)
- on the project's social media channels:  
[Skillscapes Facebook](#)  
[Skillscapes LinkedIn](#)  
[Skillscapes YouTube](#)
- by email at: [skillscapes2025@gmail.com](mailto:skillscapes2025@gmail.com)

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