PARTNER PROFILE | Directorate of EU Programmes

Institute of Greek Tourism Confederation – INSETE

Full legal name	Institute of Greek Tourism Confederation – INSETE	**PIC number**	923479480
Legal status	Non-profit organisation (non-public body) — VALIDATED	**Year of establishment**	2013
Country / Region	Greece — Attica (Athens)	**Website**	insete.gr
Founded by	Greek Tourism Confederation (SETE)	**Sector**	Tourism & Hospitality · Vocational Education & Training · Research & Studies

WHO WE ARE

The Institute of SETE (INSETE) is a non-profit organisation founded in early 2013, on the initiative of the **Greek Tourism Confederation (SETE), a Social Partner by public law (L. 4144/2013)**, together with the Hellenic Hoteliers Federation, the Hellenic Association of Travel & Tourist Agencies and the Confederation of Entrepreneurs of Rented Rooms & Apartments.

Our mission is to develop a strategy to enhance and improve the quality of Greek tourism product, with a standing priority on human resources.

To efficiently serve the strategic vision, the Institute has defined four **lines of action**:

- to study, safeguard and promote the position and contribution of the tourism sector towards sustainable economic, social and cultural development at national and European level.
- to support and promote entrepreneurship in the tourism sector, as well as in any other service sector that is directly or indirectly associated with it.
- to reinforce mechanisms and policies for the development of human resources in the tourism sector and in any other service sector that is directly or indirectly associated with it.
- to provide SETE with scientific, technical and other support for any issue pertaining to its scope and fields of activity, towards the achievement of its goals.

WHAT WE BRING TO A CONSORTIUM

- **A social-partner mandate and a policy voice.** INSETE actively contributes, through substantiated interventions, to the promotion of public and private policies for the reinforcement and enhancement of the Greek tourism sector, along with any other sector that is directly or indirectly associated with it, supporting SETE's role as a social partner.
- **Direct access to an entire national sector.** Through SETE and its federations, INSETE can reach more than 52,000 tourism businesses / professionals and policymakers for needs analysis, pilot testing, validation and exploitation — in every region of Greece.
- **Vocational training delivered at scale.** Since 2015 INSETE has trained over 40,000 professionals, employees and unemployed people through more than 440 self-financed and EU co-funded programmes across 220 thematic areas and 20+ regions, including ESF consulting–training–certification schemes worth over €55m for 17,000+ beneficiaries.
- **Research, data and evidence.** INSETE Intelligence produces sector studies, statistics and business-intelligence tools (Airdata Tracker, the Greek Tourism Analytics Dashboard). INSETE has co-produced flagship studies with relevant stakeholders on digital transformation, sustainability, tourism technologies and occupational skills needs.

AREAS OF EXPERTISE

- Member of the **Tourism Large-Scale Skills Partnership (LSP),** established under the European Commission's Pact for Skills initiative.
- Member of the regional **"XR tourism Skills Alliances"**, established through the TourXpeRience project under the European Commission's Pact for Skills initiative.
- Skills anticipation, labour-market diagnosis and occupational profiling for tourism and hospitality.
- VET curriculum design, training-needs analysis, upskilling and reskilling.
- Digital transformation of tourism SMEs; AI and emerging technologies in tourism and hospitality.
- Sustainable, green tourism, destination management and destination action planning.
- Tourism statistics, business intelligence and dashboard development.

ROLES WE CAN TAKE

INSETE can join the consortium as **an experienced and reliable partner**, contributing to:

- **Research and needs analysis:** desk and field research, training-needs analysis and skills mapping for the Greek tourism sector.
- **Curricula and learning materials:** co-designing syllabus and training content and validating them with employers and trainers.
- **Piloting:** recruiting tourism enterprises and learners and running pilot training and testing activities of ideas and results.
- **Stakeholder engagement:** convening national working groups with tourism businesses, VET providers, social partners, public authorities and other relevant bodies.
- **Communication, dissemination and engagement activities:** reaching the sector through SETE's member federations, SETE's and INSETE's websites, newsletters and events to ensure visibility, transferability and long-term impact and sustainability of project results at local, national and European level.

SELECTED TRACK RECORD

Project / Funding Programme	Period	Role	Budget
EUROPEAN PROJECTS			
TourXpeRience: Nurturing Entrepreneurial Teaching and Learning for VET Excellence in Tourism *Erasmus+ — ERASMUS-EDU-2024-PEX-COVE*	01/02/2024 – in progress	Beneficiary	Total: €3,842,136.00 INSETE: **€132,198.00**
DataSITE: Building Data-Driven Skills for a Sustainable and Innovative Tourism Ecosystem *ERASMUS-EDU-2026-PI-ALL-INNO*	01/01/2027 – 31/12/2029	Associate	Total: €1,498,744.72 INSETE: **€0.00**
Hotels4Climate: Reducing GHG emissions in the Cypriot & Greek hotel industry *European Climate Initiative (EUKI), BMU*	01/10/2019 – 31/12/2021	Beneficiary	Total: €340,000.00 INSETE: **€115,507.00**
CONSULTING – TRAINING – CERTIFICATION PROJECTS			
Consulting, Training and Certification in Digital Marketing for unemployed up to 29 years old in small and medium enterprises in the Tourism sector — MIS 6017557 *Programme "Human Resources and Social Cohesion"*	01/01/2021 – in progress	**Lead Benefciary**	**€9,450,000.00**
Structural Adaptation and Strengthening Competitiveness of Tourism with Emphasis on Quality and Upgrading Human Resources — MIS 5062097 *Operational Programme "Competitiveness, Entrepreneurship and Innovation 2014–2020" (EPAnEK)*	01/05/2020 – 31/12/2023	**Lead Benefciary**	**€13,146,000.00**
Training and Certification of knowledge and skills of Employees in tourism sector enterprises — MIS 5002423 *Operational Programme "Competitiveness, Entrepreneurship and Innovation 2014–2020" (EPAnEK)*	01/06/2018 – 31/03/2022	**Lead Benefciary**	**€1,442,497.78**
EDUCATION AND LIFELONG LEARNING			
Study guides formation and educational manuals for Schools of Higher Vocational Training — MIS 6019058 *Programme "Human Resources and Social Cohesion"*	01/01/2021 – 31/03/2026	Beneficiary	Total: €4,907,633.11 INSETE: **€494,928.20**

Project / Funding Programme	Period	Role	Budget
Development, updating and certification of job profiles and frameworks of educational specifications of programmes — MIS 5075008 *Operational Programme "Human Resource Development, Education and Lifelong Learning"*	01/04/2021 – 02/12/2024	Beneficiary	Total: €2,280,917.92 INSETE: **€294,243.06**
Social Partners' interventions for skills prospecting in the framework of the Labour Market Diagnosis System — MIS 5031891 *Operational Programme "Human Resource Development, Education and Lifelong Learning"*	01/10/2018 – 31/12/2023	Beneficiary	Total: €387,000.00 INSETE: **€40,000.00**
Apprenticeship in Experimental EPAS (PEPAS), OAED 2021–2023 — MIS 5168864 *Operational Programme "Human Resource Development, Education and Lifelong Learning"*	26/10/2021 – 31/12/2023	Beneficiary	Total: €706,057.00 INSETE: **€123,828.00**
OTHER PROJECTS			
Upgrade, evolution and operation of the modern and effective tools of INSETE for the information and update of businesses and workers in the tourism sector: Greek Tourism Analytics Dashboard (GTAD) –MIS 6003242 *Programme Competiveness 2021-2027*	01/02/2024 – 31/12/2027	**Lead Benefciary**	**€2,300,000.00**
Roadmap for the use of digital technologies to enhance the competitiveness of Greek tourism — MIS 5044853 *Operational Programme "Competitiveness, Entrepreneurship and Innovation 2014–2020" (EPAnEK)*	18/06/2019 – 30/09/2021	**Lead Benefciary**	**€148,000.00**

DIRECTORATE OF EU PROGRAMMES

The **Directorate of EU Programmes of INSETE** combines extensive experience with a strong track record in the successful management and delivery of national and European projects. Working closely with **INSETE's other Directorates**, it brings together expertise in research, data, training, skills and sector development to design and implement high-impact initiatives that connect the Greek tourism ecosystem with **European networks, knowledge and funding opportunities**.

Its projects focus on **enhancing the skills of the tourism workforce, developing the sector's next generation of professionals, and providing modern tools and solutions** for public authorities, tourism businesses, professionals and investors, fostering innovation, digital transformation and sustainability while strengthening the **competitiveness and long-term resilience of Greek tourism**.

Michalis Kyriakidis — Director

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