



EXperiential **T**ourism for sustainable **R**ural development

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VET Offer Collection

This document aims to serve as a practical guide to collect VET Offer for the DigInRur section on the EXTOR webpage. Choose from the VET provider, schools and study programs you know, which ones did you involve in the piloting and research activities (WP2) of the EXTOR project.

Country	Greece
Name of the School	Learning and Development pillar of INSETE. The Institute of SETE-INSETE is a non-profit organisation founded in early 2013, on the initiative of the Greek Tourism Confederation (SETE)
Title of the training offer	School of tourism On tour
Short description of the offer	<p>The OnTour Tourism School (STOT) is an educational, non-profit initiative, which was launched in 2018 through a partnership between the Institute of the Association of Greek Tourism Enterprises (INSETE) and the KALAMATA SCHOOL OF TOURISM. The national organization of OnTour Tourism Schools is supervised by INSETE, in collaboration with the respective local organizers.</p> <p>The aim of the OnTour Tourism School is to offer modern knowledge, skills, motivation, and inspiration to professionals in the destinations it visits, which are mainly developing tourist areas. The organization of OnTour Tourism Schools is based on the synergies of local communities and highlights the need for cooperation between all providers of the visitor's tourism experience, thus sending a message about the complex nature of the tourism product and the critical importance of the operation of a tourist destination.</p>

<p>Key skills developed</p>	<p>The thematic areas of the STOTs are selected and adapted according to the needs, maturity, and composition of each destination and are presented by dynamic and specialized speakers. All presentations are adapted by the speakers to address small and medium-sized enterprises and their professionals, as these are the backbone of Greek tourism businesses.</p>
<p>Target group</p>	<p>The OnTour Tourism School is aimed at all those who are directly or indirectly involved in and influence the tourism product and services of their respective region. It is aimed at all those professionals, entrepreneurs, students in the field who are seeking new knowledge, who want to improve themselves, who invest in their business by developing their people, who see that the only way for a place to move forward is to maintain or create competitive advantages.</p> <p>All presentations are adapted by the speakers to address small and medium-sized enterprises and their professionals, as these are the backbone of Greek tourism businesses.</p>
<p>Duration and format</p>	<p>Total duration: 5 hours Format: In-person Available materials: [Interactive map with all past trainings around Greece and their title, scope and program</p> <p>https://insete.gr/%cf%83%cf%87%ce%bf%ce%bb%ce%b5%ce%af%ce%bf-%cf%84%ce%bf%cf%85%cf%81%ce%b9%cf%83%ce%bc%ce%bf%cf%8d-ontour/</p>
<p>Links and supporting materials</p>	<p>List of previous trainings https://insete.gr/school-tourism-results/?_sfm_school_tourism_status=%CE%A5%CE%BB%CE%BF%CF%80%CE%BF%CE%B9%CE%B7%CE%BC%CE%AD%CE%BD%CE%BF</p>