



Newsletter

Welcome to the second newsletter of EXTOR (2023-1-IT01-KA220-VET-000154283 - Experiential tourism for sustainable rural development), a project dedicated to fostering sustainable rural development by promoting experiential tourism, enhancing environmental practices, upskilling entrepreneurs, and strengthening training and networking opportunities to meet evolving societal and economic needs.



Common Framework - Available now!

The **Common Framework for VET Renewal in Rural Tourism** is based on extensive research across Italy, Spain, Cyprus, Austria, Greece, and Iceland to identify key trends, success stories, challenges and gaps in vocational education and training (VET) for the rural tourism sector.

The findings highlight a need to improve skills in **digital marketing** and **sustainable tourism practices**, with a growing demand for **specialised VET** and **funding opportunities** to support green and digital transitions.

The framework concludes with an overview of the **EXTOR Training Programme**, designed to meet the specific needs of rural tourism entrepreneurs and professionals. It offers a tailored curriculum that upskills individuals and strengthens VET providers, aligning training with labour market demands.



Research insights: Data was collected from 124 rural tourism entrepreneurs and 36 VET providers, alongside desk research on national legislations, support programs, and funding opportunities.



EXTOR Interactive Map: Showcases 19 successful sustainable rural tourism initiatives from partner countries, focusing on sustainability measures, green practices, and digital tools used.



EU alignment: The framework supports skills development and aligns with key EU rural development policies and Sustainable Development Goals, supporting the long-term growth of the sector.



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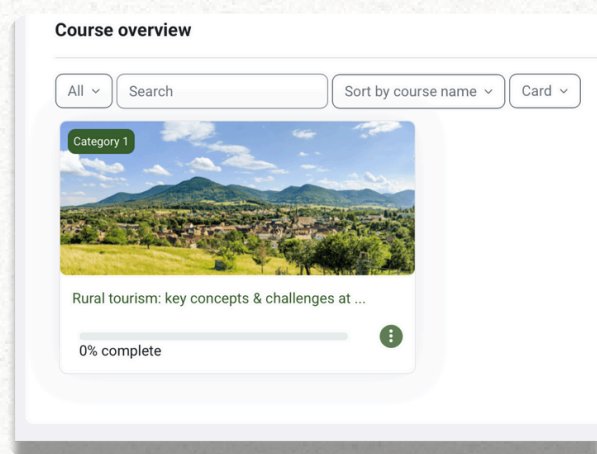


EXTOR Training Programme - Coming soon!

EXTOR Training Programme is designed to upskill rural tourism entrepreneurs and professionals. **This 40-hour, self-directed learning program consists of six Learning Units (LUs) covering rural tourism, sustainability, digital marketing, and video production.** With a blended learning approach, it enhances flexibility and accessibility, overcoming geographic barriers and accommodating diverse learning needs.

The LUs are structured to provide both strategic insights and practical tools. They begin with key concepts and challenges of rural tourism at local and EU levels (LU1), followed by sustainable and regenerative tourism approaches (LU2), and hands-on ecotourism practices (LU3). Digital skills are addressed through targeted training in marketing and e-commerce (LU4), as well as basic videomaking techniques for promotion (LU5). The final unit (LU6) introduces learners to EU funding opportunities and regulatory norms relevant to SME development.

The programme will be free of charge on the EXTOR platform in seven languages and will undergo a **testing phase with VET learners to ensure its relevance and impact.**



Invitation to Participate in the Pilot

EXTOR team aims to test the Training Programme with **120 VET learners and 30 VET providers across the 6 EU countries**, in a blended format.

This testing phase expects to generate tangible results, both quantitative and qualitative, to ensure the effectiveness and long-term impact of the EXTOR Training Programme.

Get in touch with your nearest project partner organization if you want to participate in the piloting phase.

**Partners will guarantee individual support and guidance to each participant as needed.*



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Social Café in Palermo, Sicily

Sustainable tourism: rethinking travel for a responsible future.



Organized by Impresa Sociale Land, the event was dedicated to tourism entrepreneurs and workers interested in rethinking their practices through the lens of sustainability. The Social Café provided a unique space to exchange ideas, build connections, and explore how tourism can evolve to become more socially and environmentally responsible. Participants discussed emerging trends in responsible travel, the benefits and challenges of sustainable approaches, and practical tools for developing innovative strategies in both urban and rural contexts.

With insights from industry professionals and experts, the event offered concrete inspiration for those aiming to reduce tourism's negative impact while fostering more meaningful, community-oriented experiences.



Access EXTOR website here: <https://extor-project.eu>.

Don't miss any updates on the project by following us on our [Facebook](#) page and [Youtube](#) channel.