



**EX**periential **T**ourism for sustainable **R**ural development

**Project number: 2023-1-IT01-KA220-VET-000154283**



Co-funded by  
the European Union

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.

## 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.

<b>Country</b>	Cyprus
<b>Name of the School</b>	KES College
<b>Title of the training offer</b>	Hospitality and Tourism Management with a focus on Sustainable Practices
<b>Short description of the offer</b>	<p>This training offer provides learners with practical and theoretical knowledge in hospitality and tourism management, with a strong emphasis on sustainable and responsible tourism practices. The course addresses experiential tourism, customer-oriented services, and the integration of digital tools to promote tourism products and destinations. Particular attention is given to environmentally responsible management, local cultural heritage, and the application of sustainable business models relevant to rural and regional tourism contexts. The training supports employability and entrepreneurial skills aligned with current labour market needs.</p>
<b>Key skills developed</b>	<ul style="list-style-type: none"> <li>• Sustainable and responsible tourism management</li> <li>• Digital marketing and communication for tourism services</li> <li>• Entrepreneurial and customer-oriented skills in hospitality and tourism</li> </ul>
<b>Target group</b>	VET students, adult learners, tourism and hospitality professionals, future tourism entrepreneurs, and individuals interested in developing sustainable tourism initiatives.

<b>Duration and format</b>	<b>Total duration:</b> 3 years <b>Format:</b> Blended (in-person and online learning) <b>Available materials:</b> Presentations, case studies, practical exercises, and digital learning resources.
<b>Links and supporting materials</b>	<a href="https://www.kes.ac.cy">https://www.kes.ac.cy</a>