



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	Cyprus
Name of the School	Mediterranean Institute of Management
Title of the training offer	Tourism Entrepreneurship and Business Management for Sustainable Development
Short description of the offer	This training offer focuses on entrepreneurship and business management skills for the tourism sector, with particular attention to sustainable and responsible tourism development. The programme equips learners with practical knowledge in business planning, marketing, and service management, while promoting environmentally and socially responsible practices. Emphasis is placed on innovation, digital tools, and the development of small-scale tourism initiatives applicable to rural and regional contexts.
Key skills developed	<ul style="list-style-type: none"> • Tourism entrepreneurship and business planning • Sustainable management of tourism services • Digital marketing and promotion for tourism initiatives
Target group	Adult learners, VET students, tourism operators, small business owners, aspiring entrepreneurs, and professionals interested in developing sustainable tourism initiatives.

Duration and format	Total duration: 3 years Format: Blended (in-person and online learning) Available materials: Presentations, case studies, practical exercises, and digital learning resources.
Links and supporting materials	https://www.mim.ac.cy