



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	Italy
Name of the School	Accademia Creativa Turismo (ACT)
Title of the training offer	Master in Sustainable and Responsible Tourism
Short description of the offer	A comprehensive master programme combining theoretical foundations of sustainable tourism with practical tools for project design, marketing, and management. The master includes workshops, project work, and real case studies. It supports learners in creating innovative tourism products rooted in responsibility, community engagement, and environmental awareness.
Key skills developed	<ol style="list-style-type: none"> 1. Advanced planning and management of responsible tourism initiatives 2. Marketing and communication for sustainable tourism products 3. Ability to collaborate with communities and promote local development
Target group	Graduates, young professionals, tourism operators, destination managers, eco-tourism entrepreneurs.
Duration and format	<p>Total duration: 500+ hours (including internship)</p> <p>Format: In-person (with blended elements depending on edition)</p> <p>Available materials: Manuals, video lessons, project templates, case study library, internship support</p>

Links and supporting materials

Master in Sustainable and Responsible Tourism:<https://www.accademiactivaturismo.it/articolo-201/tour-enogastronomico-master-in-turismo-sostenibile-e-responsabile>

ACT homepage:
<https://www.accademiactivaturismo.it/>

Brochures, course materials, and calendars available upon request