



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	Iceland
Name of the School	Iceland Tourism Cluster
Title of the training offer	Building Bridges for Rural Tourism Businesses
Short description of the offer	<p>The Iceland Tourism Cluster offers a wide range of services to support tourism businesses in Iceland. It provides networking opportunities, connecting local operators with each other and with international partners. The cluster organizes training programs and workshops to improve skills and knowledge in sustainable and innovative tourism practices. It also shares market insights, research, and best practices to help businesses make informed decisions. Additionally, the cluster promotes collaboration on projects that enhance Iceland's tourism offerings and competitiveness globally.</p>

<p>Key skills developed</p>	<p>Sustainable tourism practices</p> <p>Business networking</p> <p>Marketing and promotion</p> <p>Customer experience design</p> <p>Innovation and product development</p> <p>Digital skills</p> <p>Project management</p> <p>Collaboration and teamwork</p> <p>Market research and analysis</p> <p>Leadership and strategic thinking</p>
<p>Target group</p>	<p>Tourism entrepreneurs, tourism professionals and interested individuals that are planning on becoming professionally involved in the tourism industry</p>
<p>Duration and format</p>	<p>Total duration: unknown</p> <p>Format: Online and on site in Reykjavík</p> <p>Available materials:</p> <p>Powerpoint presentations, recordings</p>
<p>Links and supporting materials</p>	<p>https://www.islenskiferdaklasinn.is/</p>