



EXperiential **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.

Country	Italy
Name of the School	Italian Association for Responsible Tourism (AITR)
Title of the training offer	Training in Responsible and Regenerative Tourism for Rural Areas
Short description of the offer	The training course introduces the principles, methods, and practices of responsible tourism applied to rural contexts. It provides tools to design sustainable tourism experiences, enhance local heritage, and involve communities and stakeholders through participatory processes. The programme focuses on the social, environmental, and economic impacts of tourism, supporting the development of regenerative models that promote local development.
Key skills developed	<ol style="list-style-type: none"> 1. Ability to design and manage responsible tourism products 2. Skills in territorial sustainability and impact assessment 3. Tools to facilitate participatory and collaborative processes within local communities
Target group	Tourism operators, agritourism managers, local guides, public administrators, VET students, cooperatives, and local associations.

<p>Duration and format</p>	<p>Total duration: 20–40 hours (flexible)</p> <p>Format: Online or blended, including workshops and presentations of best practices</p> <p>Available materials: Video lessons, operational manuals, design toolkits, practical sheets, case studies</p>
<p>Links and supporting materials</p>	<p>AITR website: https://www.aitr.org/</p> <p>Responsible Tourism Charter: https://www.aitr.org/carte-etiche</p> <p>AITR training guidelines and documents: https://www.aitr.org/ospitalita-responsabile</p> <p>Collection of best practices and multimedia resources (webinars, project testimonials): https://www.aitr.org/corsi-turismo-responsabile-aitr</p>