

## Train-the-Trainer Seminars were successfully completed!

### Training sessions in 6 different countries!

The project team coordinated their efforts for 4 months (June – September 2024) to promote the HyPro4ST seminars and managed to engage a diverse audience to participate in the Train-the-Trainers seminars.

The target groups were stakeholders from the tourism sector, educational institutes (VET and HEI level) and adult trainers, students, chambers of commerce, professionals or entrepreneurs from the tourism sector, public bodies that support tourism at local or national level, as well as the general public.

Training seminars were conducted in all 6 partner countries of the consortium, providing exciting results!

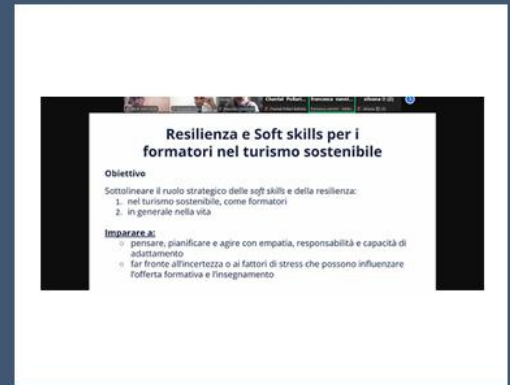
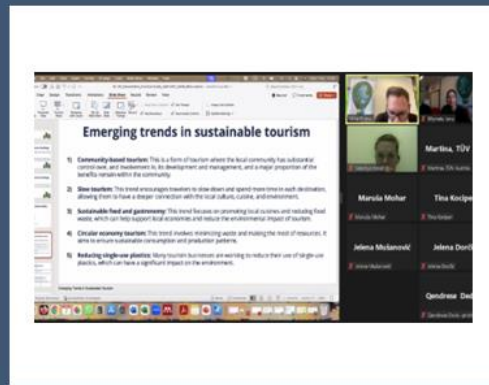
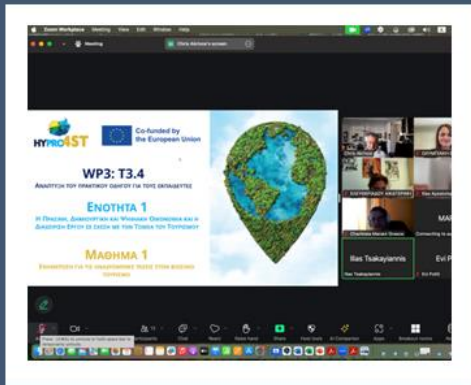
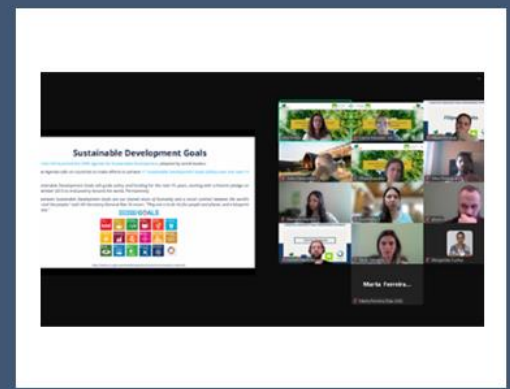
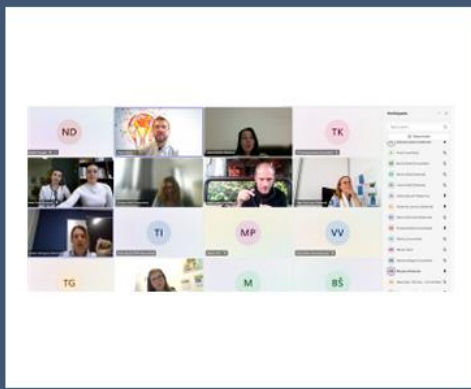
### Becoming a HyPro4ST Trainer:

Through a unified campaign with dedicated promotional material that was translated into the 6 partner languages and disseminated through various channels, a total of 131 people participated in the seminars.

A well-structured set of activities successfully attracted a diverse audience of educators and industry professionals. This provided a dynamic learning environment fostering both local and international collaboration.

The programme was tailored to address specific local needs, ensuring that content delivery and scheduling were adjusted according to each country's context and the use of online platforms increased flexibility and minimised barriers to participation.

Comprehensive evaluations from both trainers and participants highlighted the programme's successes as well as areas for further improvement. The valuable insights gathered will serve as a foundation for future programme enhancements.



## Train-the-Trainers Seminars recap:

Between **September and October 2024**, each country hosted training seminars that included 48 hours of face-to-face sessions, divided into four separate 12-hour practical modules with group assignments, and an additional 20 hours of self-directed learning.

The delivery format varied by country: in Hungary, the training took place in a traditional classroom setting; in Greece, Italy, Slovenia, and Croatia, it was conducted online with synchronous virtual sessions; while in Portugal, a blended approach combining both face-to-face and virtual sessions was implemented.

In every instance, the training was designed to be comprehensive and engaging, integrating constructivist principles with project-based, practice-oriented, active, and collaborative learning methodologies.

## Eyes on the future:

The experience gained from this initiative sets the stage for further developing high-quality, responsive training seminars in sustainable tourism. Planned improvements include shorter, more focused sessions to reduce digital fatigue, customisation of content based on professional roles, and an increased emphasis on practical, applied learning.

Both participants and trainers reported high levels of satisfaction with the training seminars, confirming the effectiveness of the approach. The success of the project not only reinforces the commitment to continued professional development in sustainable tourism but also serves as a model for best practices across Europe.



## Rollout of the HyPro4ST Training Course

### The HyPro4ST Virtual Learning Hub

The HyPro4ST project has successfully concluded a major milestone in its mission to reshape the future of vocational education in the tourism sector across Europe. With the completion of two critical phases, the project has equipped hundreds of trainers and professionals with advanced skills aligned with the needs of sustainable and digitally-driven tourism.

HyPro4ST implemented a two-tiered training strategy: face-to-face seminars for trainers across six countries, followed by the rollout of the Virtual Open Online Course (VOOC) to a wider European audience.

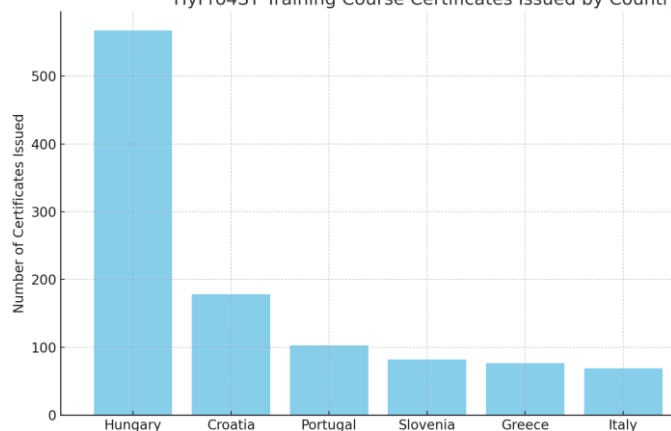
Through the VLH, trainees had the opportunity to study the HyPro4ST Training Course and come one step closer to becoming Sustainable and Hybrid Project Managers!

### Scaling Up Impact: Course Rollout Success

Building on the foundation of the Train-the-trainers seminars that trained over 100 people, the HyPro4ST Training Course (a free VOOC available in seven languages) rolled out to tremendous effect: it attracted over **2,000** tourism professionals Europe-wide, with more than **500** participants completing parts of the curriculum and earning official certificates of attendance.

The uptake was especially strong in Hungary (567 certificates), Croatia (178), and Portugal (103), as shown in the chart below. These results reflect both the demand for hybrid project management skills in the tourism sector and the effectiveness of the learning platform and curriculum. Through this two-stage approach—first empowering trainers, then supporting learners—HyPro4ST ensured that its impact extended deep into the tourism education ecosystem.

HyPro4ST Training Course Certificates Issued by Country







## Work-Based Learning Activities:

As a core pillar of practical training in the HyPro4ST project, two work-based learning activities were organized to reinforce theoretical knowledge from the VOOC with hands-on experience.

The first consisted of national study visits held in each of the six partner countries—Croatia, Greece, Hungary, Italy, Portugal, and Slovenia—where over 60 newly certified learners engaged directly with local tourism enterprises that exemplify sustainable, digital, and innovative practices.

The second activity, held in Palermo in May 2025, gathered 17 top-performing learners from across the consortium for an international exchange that included visits to pioneering social enterprises like Moltivolti and Addiopizzo Travel, where they explored ethical tourism models and community-based innovation.

Participants praised the quality, relevance, and impact of these activities, citing enhanced understanding of project management, sustainability, and digital tools in real-world tourism settings. These immersive experiences not only deepened learner engagement but also bridged connections with the tourism job market and inspired continued personal and professional growth.

The second work-based learning activity showcased the project's transnational strength by facilitating a rich exchange of practices, fostering intercultural collaboration, and encouraging mutual respect across diverse contexts. This shared experience broadened participants' perspectives and reinforced a united European approach to project management for sustainable and inclusive tourism development.





## 4<sup>th</sup> Project Meeting in Palermo:

The 4<sup>th</sup> Project Meeting and the Final Conference of HyPro4ST was held in Palermo on 14-16 May 2025.

The consortium gathered for one last time in the Sicilian capital to conclude on any matters of the project and to celebrate their effort over all these years of hard work.





## Final Conference in Palermo:

HyPro4ST's Final Conference took place also in Palermo on May 16, 2025. This gathering brought together educators, project partners, tourism professionals, local stakeholders, and students from six European countries to celebrate the project's achievements and discuss its long-term impact on the sustainable tourism sector. During the Conference speakers and participants shared ideas, best practices, and insights on how hybrid project management and innovation can shape the future of sustainable tourism

More than 300 people participated in HyPro4ST's Final Conference and realised first-hand the innovation behind the project and the opportunities its results have to offer.

## Towards a Sustainable and Smart Tourism Workforce

Evaluation results across all activities revealed a high level of participant satisfaction. The model proved highly effective, with partners expressing strong interest in deepening their collaboration and actively supporting the continued promotion and uptake of the project's results.

The newly certified trainees—as well as future learners—are now equipped to apply their skills in the complex and dynamic tourism landscape. Whether by designing new sustainable tourism offers or by enhancing, managing, and monitoring existing services, they are well prepared to contribute meaningfully to the sector's sustainability goals.



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