

## A New Era for Project Management in Sustainable Tourism Begins!

### A Milestone in European Collaboration

As the curtain falls on the vibrant and impactful HyPro4ST project, we look back on a truly inspiring journey. From its launch in Athens to its grand finale in sun-soaked Palermo, HyPro4ST brought together experts, educators, and tourism professionals from six European countries (Greece, Italy, Portugal, Slovenia, Croatia, and Hungary) uniting sustainability, innovation, and hybrid project management skills in one ambitious initiative.

Over three years, it reached thousands, introduced new training tools and certifications, and built strong connections between education and the tourism sector. In this final newsletter, we invite you to revisit the highlights and achievements that shaped this inspiring project and helped pave the way for a more sustainable future in tourism.

### Innovative ideas leading to concrete results

#### **July 2022**

Having a common mission to create a new professional role by combining project management and sustainable tourism, the HyPro4ST consortium started its journey and collaborated effectively to achieve its goals.

#### **November 2022**

The project [website](#) is live, providing a central hub for HyPro4ST news, resources, and partner information.

#### **June 2023**

The [Labour Market Needs Report](#) is published, combining partner countries' research (surveys and focus groups) to identify sustainable tourism training needs and best practices.

#### **October 2023**

The [new job profile for a "Sustainable Hybrid Project Manager"](#) in tourism is defined, outlining the role's responsibilities, daily tasks, and the soft/hard skills required for this qualification.

#### **May 2024**

The [HyPro4ST Online Training Course](#) is finalised, delivering a six-module Vocational Open Online Course (VOOC) on sustainable hybrid project management with comprehensive learning material and activities.

### **May 2024**

The [Practical Guide for Trainers](#) is released to help vocational and higher education instructors implement the HyPro4ST curriculum, emphasising interactive project-based and blended learning methods.

### **September – October 2024**

Six Train-the-Trainers seminars are held (one in each partner country), where tourism VET and university educators are trained to deliver the new HyPro4ST course content in blended workshop settings.

### **October 2024**

The [HyPro4ST Virtual Learning Hub](#) officially launches as an interactive online platform hosting the course content and practical guide for trainers. This allowed trainees to access multilingual course modules and earn certificates upon successfully completing the programme.

### **December 2024 – April 2025**

The HyPro4ST VOOC rollout starts and students from all over the world enroll in the Virtual Learning Hub to attend the modules and get certifications.

### **March 2025**

The Certification Scheme for the new Sustainable Hybrid Project Manager qualification is finalised, establishing a formal process to assess and certify professionals in this role across different countries. The Certification exam is being tested to be launched in the next months.

### **April 2025**

The partners carry out Work-based Learning Activities in their countries, each hosting a one-day study visit where newly trained project managers applied their skills with local tourism enterprises.

### **May 2025**

The project's Final Conference takes place in Palermo, Italy, coinciding with a one-day transnational study visit. Eighteen top course graduates (three from each country) participate in this international work-based learning activity to exchange experiences and observe sustainable tourism best practices.

### **May 2025**

The Training Course Rollout and Monitoring Report is delivered, documenting the implementation of the online course rollout, participant enrollment and engagement, and feedback across the six partner countries.

### **June 2025**

The [Certification exam](#) is up and live on the Virtual Learning Hub. Students can officially get tested for their knowledge and acquire an ISO Certificate. HyPro4ST is concluded with the publication of a Policy Recommendations, which provide guidance to policymakers and institutions on integrating the project's sustainable hybrid project management approaches into tourism education and strategy.



## HyPro4ST mission and vision:

HyPro4ST's mission was to upskill tourism professionals and students all over Europe with **hybrid project management capabilities** and green skills, while equipping educators with modern teaching tools for a more sustainable, resilient tourism sector. The result is a rich legacy of a new curriculum, several certified experts, and an international community passionate about sustainable tourism innovation. Recognising the tourism sector's rapid changes, the partners united under a common vision to revolutionise project management in sustainable tourism by providing the missing piece – equal opportunity for all to gain the skills needed to transform the field.

## Advancing Skills and a New Sustainable Tourism Job Profile:

Tourism is a global economic powerhouse – accounting for roughly 10% of global GDP and jobs – and its sustainable development is crucial. HyPro4ST responded to this need by developing a brand-new professional profile for the sector: the **“Sustainable Hybrid Project Manager”**.



This role bridges traditional project management with digital innovation, green practices, and entrepreneurship in tourism, **preparing leaders** who can drive greener and more inclusive growth. To define this profile, the project conducted extensive research and focus groups with industry stakeholders in each partner country. Aiming to provide essential skills and knowledge to navigate the complexities of sustainable project management in the tourism sector by fostering critical thinking, creativity, and digital savvy alongside sustainability, HyPro4ST is shaping professionals ready to lead the charge for a greener, more resilient tourism industry.

The new job profile framework is set up for success since it identifies the competencies needed (from green project design to transversal soft skills like communication and adaptability) but also ensures training is aligned with EU standards. In short, HyPro4ST has laid the groundwork for a new, recognised qualification in sustainable tourism management – one that addresses real labour market needs and supports international standards for skills and training.

## Innovative Online Training Course and the Virtual Learning Hub:

At the heart of the project is the **HyPro4ST Virtual Open Online Course (VOOC)** – a free, modular e-learning programme titled “Sustainable Hybrid Project Management for the Tourism Sector”. Delivered through a dedicated Virtual Learning Hub, this course offers six interactive modules covering everything from sustainability in tourism to digital skills and resilience building.



Learners can pick specific modules or complete the entire programme at their own pace, blending theory with practical case studies and gamified exercises. The platform is available in seven languages (English, Greek, Italian, Slovenian, Croatian, Portuguese, Hungarian) for maximum accessibility.

The response to the HyPro4ST online course exceeded expectations. **Over 2,000** tourism professionals, students, and aspiring project managers enrolled across Europe and beyond, eager to boost their green and digital project management skills. At the end of the project, **more than 1,000** official certificates of modules' completion have been issued!

## Empowering Educators by “Training the Trainers”:

A distinguishing feature of HyPro4ST is its focus on upskilling educators and trainers alongside learners. In late 2024, the project rolled out six Train-the-Trainers seminars – one in each partner country – to introduce local educators, VET trainers, and university lecturers to the HyPro4ST curriculum and tools. Guided by the HyPro4ST Practical Guide for Trainers, these seminars combined, in many cases, face-to-face workshops with self-directed e-learning, offering a “blended” training experience for the trainers themselves.



Over the course of the seminars, **dozens of educators were equipped with the skills to become HyPro4ST Trainers.** They explored topics such as how to integrate the VOOC into their own courses, how to mentor learners in developing green tourism projects, and how to strengthen learners’ soft skills like teamwork and adaptability. Thus, a network of trained trainers in each country was set in place to multiply HyPro4ST’s impact, ensuring the course and its ethos will continue to be used in universities, vocational institutes, and industry training programmes well into the future.

## Real-World Learning through Study Visits and Activities

HyPro4ST went beyond online learning and local seminars by organising national and international study visits that offered participants a firsthand look at sustainable tourism project management in practice.



These immersive experiences allowed them to observe real-world applications of key methodologies and engage in meaningful dialogue with hosts about how the knowledge gained through the project was being actively implemented. By interacting with real-world examples of sustainable tourism and hearing from local entrepreneurs and managers, the students could connect their online learning to tangible outcomes – an experience that many described as the highlight of the project.

These national and international exchanges not only enriched participant learning but also strengthened the cross-border collaboration among project partners and stakeholders, laying the groundwork for future cooperation beyond the project’s lifetime.

## Open Days in six countries:

The HyPro4ST project held Open Day events in spring 2025 across its partner countries, showcasing sustainable tourism innovation to local communities. Each Open Day was a knowledge-sharing forum – described as a “moment of sharing and dialogue” – dedicated to introducing HyPro4ST’s new hybrid project management training tools and preparing the academic community and tourism professionals for future sector challenges. The events drew a diverse audience of educators, tourism professionals, students, and other stakeholders, who engaged in hands-on workshops on sustainability and hybrid project management.

Project partners highlight that these Open Days successfully bridged education with industry innovation, allowing participants to discover best practices in sustainable tourism. Many attendees got interested in the project’s outcomes and the HyPro4ST skills certificate, underlining the programme’s practical impact on upskilling future-ready tourism managers.





## Project Legacy and next steps:

As the HyPro4ST project wraps up, it leaves behind a strong legacy for the sustainable tourism and education community. Hundreds of people have attended the Training Course and are now eligible for the official ISO certification as **“Sustainable Hybrid Project Managers”**. An open-access online curriculum in multiple languages was developed, and the Practical Guide has equipped a cadre of educators to carry its mission forward. The HyPro4ST Virtual Learning Hub and its course materials will remain available online for free, continuing to serve tourism professionals and students worldwide. Project partners are confident that the ripple effects will endure: improved skills and knowledge among tourism managers, more innovative and green practices in tourism businesses, and increased capacity in educational institutions to teach sustainability and project management.

***For us, HyPro4ST is just the beginning. We have created a community of passionate professionals, educators and learners who will keep championing sustainable tourism long after this project – that is the true impact we are most proud of.***

In an era of rapid change for the tourism sector, the HyPro4ST alliance has demonstrated how hybrid learning and international collaboration can drive positive change. By blending online innovation with on-the-ground experiences, and linking the worlds of education and industry, HyPro4ST has opened new horizons for what it means to manage tourism projects in a sustainable and hybrid way. The project's success story stands as a model for future initiatives aiming to empower professionals with the skills to build a greener, more resilient tourism sector for all.





## Paving the Way Forward with Policy Recommendations:

As a final step in its journey, HyPro4ST published a comprehensive Policy Recommendations Paper to guide the future of tourism education in Europe. Drawing from validated research and pilot activities across all countries, the paper proposes actionable measures for integrating sustainability, digital transformation, and hybrid project management into tourism training systems. With clear guidance for EU institutions, national governments, educators, and industry bodies, it offers a roadmap to build a more resilient, future-ready tourism workforce.



D6.3 Policy Recommendations Paper

WP6 Dissemination, Exploitation and Sustainability Strategy

## Final Video:

Want to see a recap of the project? [Watch](#) our final video!



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