

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.

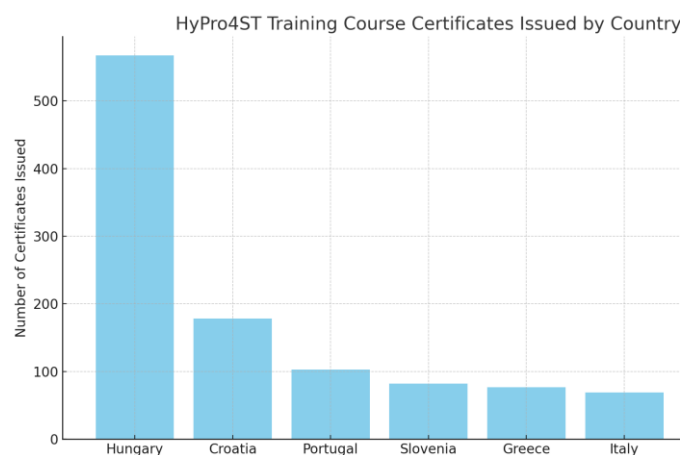
HyPro4ST implemented a two-tiered training strategy: face-to-face seminars for trainers across six countries, followed by the rollout of the Virtual Open Online Course (VOOC) to a wider European audience.

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 **1,000** 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.





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.



4th Project Meeting in Palermo:

The 4th Project Meeting of HyPro4ST was held in Palermo on May 14, 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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