

Sustainable Tourism Innovation Through Hybrid Project Management

What is HyPro4ST?

Our goal

HyPro4ST aims at advancing the project management skills, the digital, the green, the business and the creative skills of existing and prospective project managers of the sustainable tourism sector, alongside with upscaling VET and higher education trainers' skills in advanced sustainable, digital, project management, entrepreneurial and educational methods. It intends to reach these goals through the design, development and delivery of modular, micro-learning based vocational curricula on sustainable and hybrid Project Management, as well as transversal-soft skills, directly responding to the labour market needs identified by existing research evidence.

Project background

Taking into consideration that the tourism industry influences the global economy and the regional development, the issue of its sustainable development and its projectification is becoming particularly relevant, highlighting the importance of effective management.

The Agenda 2030 Sustainable Goals and the Paris Declaration for Climate Change recognize the critical role played by the tourism sector which accounts for 1/10 of global GDP and employment.

That's why the new job profile of Sustainable Hybrid Project Manager should emerge.

HyPro4ST Alliance for Education and Enterprises offers an innovative and holistic approach to educating and supporting existing and prospective project managers and other professionals and students that are working in the sustainable tourism industry, with the aim to boost innovation through the cooperation and flow of knowledge in higher education.



The project consists of 17 partners from 6 different countries.

The project will develop:

- A joint training programme, the HyPro4ST VOOC and the HyPro4ST Practical Guide for trainers;
- The new Job Profile of Sustainable Hybrid Project Manager qualification for the Sustainable Tourism Sector and related certification scheme;
- The HyPro4ST Virtual Learning Hub.

Through 6 Seminars, 6 online courses, 2 work-based learning activities and a trans-national mobility, HyPro4ST will enhance the competences of 700 professionals, tackling current skills mismatches and supporting the formation of an effective higher and vocational education system for the sustainable tourism sector.

HyPro4ST will contribute to:

- Identification of specificities and challenges in each partner country regarding the sustainable tourism sector, as well as the learning and development (L&D) needs relating to performance gaps of the project managers working in various disciplines of the tourism industry.
- Long-lasting effect and cross-border transferability of the resources produced by using the micro-credential quality assurance and credit award pan-European systems.
- Support to the implementation of the Agenda 2030 for Sustainable Development, the European Green Deal, the Europe Recovery Plan, and the European Skills Agenda 2030.



Kick-off Meeting Athens, Greece



Kick-off Meeting in Athens:

The HyPro4ST project was officially launched and held its Kick-off Meeting in Athens on 22-23 September 2022.

For the next three years, partners from Croatia, Greece, Hungary, Italy, Portugal and Slovenia are going to work together to achieve the project's ambitious objectives in creating a new job profile and train people on sustainable and hybrid project management for the tourism sector.

The kick-off meeting brought together the members of the project team and gave them the opportunity to get to know each other and kickstart their cooperation.





Our journey towards a new Job Profile

The Sustainable and Hybrid Project Manager

The core objective of HyPro4ST project is to develop a new job profile called “Sustainable and Hybrid Project Manager” for the sustainable tourism sector. For the creation of this profile, but also to respond to the real demands of Europe, it was first necessary to conduct a mapping of the labour market needs.

The Project Partners performed a country-by-country study, aiming to highlight the current situation regarding project management and related competences, to identify knowledge and skills gaps and to define the qualities of the new job profile.

Based on this profile, the material of the HyPro4ST training course will later be developed.

The National Reports

Through a process that combined qualitative and quantitative research methods (questionnaires, interviews and focus groups, desk research, identification of best practices), HyPro4ST partners were able to collect data on sustainability, skills, and training in tourism systems, as well as the hybrid project management method in their countries. The result was the production of six national reports, one for each partner country, outlining the labour market needs.

These reports reveal the diversity among the participating countries in terms of project management in sustainable tourism, while at the same time highlighting the differences noted in the skills and qualifications of project managers.

National results were collated in a final report which summarises all the findings and their analysis, ensuring that the conclusions derived are universal and contribute to the development of the new job profile.

The Labour Market Needs Analysis of the HyPro4ST project will be publicly available on its website.





Sustainable project Management: view of a project's impact and value.

National Reports main outcomes:

- Societies are experiencing **great changes** and people are much more aware of this than before. Public institutions, businesses and local communities consider the green and digital transitions as a necessary step for their further development.
- Tourism, perhaps more than other sectors, knows these dynamics, as demonstrated by the success of so-called 'experiential' products and the importance of responsible practices such as regenerative tourism.
- To tackle the social, economic and environmental challenges of our time, we need **ever greater organisational and management skills**. These skills concern not only the technical aspects but also ethics, creativity, and innovation.
- **Training** plays a crucial role in this sense, but it is not always able to keep up with the times.
- Where the management of organisations is inspired by project management methods, a **mixed (and therefore hybrid) solution** between traditional and flexible approaches appears to be the most effective. However, this concept is not widespread among tourism organisations, especially the small ones.

2nd Project Meeting in Opatija:

HyPro4ST successfully held its 2nd Project Meeting!

After the Kick-off Meeting, which took place in September 2022 in Athens (Greece), the HyPro4ST partners worked remotely for almost a year to achieve the project's objectives.

In June 2023, the partners held their 2nd Project Meeting, this time in Croatia, to evaluate the project's progress and its results so far. Partners from all the participating countries (Croatia, Hungary, Greece, Italy, Portugal, Slovenia) were given a chance to meet their colleagues again and introduce new associates to the consortium. They travelled all the way to the beautiful Opatija, where the meetings' host, the Faculty of Tourism and Hotel Management (FTHM), welcomed them.

The Project Meeting was a two-day event enabling partners to discuss the results achieved so far and the next activities to implement for the successful development of the project.



HYPRO4ST

2nd Project Meeting Opatija, Croatia



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2nd Project Meeting: Opatija, Croatia



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