

Putting Skills at the Centre: The GreenHost Vision for Hospitality

The GreenHost project team has successfully completed the Policy Report on Labour Market Skills for the Tourism and Hospitality Industries, the first policy-oriented deliverable summarizing findings from seven national reports by partners in Bulgaria, Cyprus, Greece, Italy, Portugal, Slovenia, and Spain. These reports analyze the economic and labor market contexts of tourism, identify skills shortages and training gaps, and propose national recommendations for improving employability, digitalization, and sustainability.



The added value of GreenHost lies in its ability to link local experiences with European strategies, creating a common language among public and private tourism stakeholders. Through comparative analysis, the project has highlighted not only common challenges but also a shared wealth of knowledge, practices, and tools that can inform future EU policies. GreenHost demonstrates how tourism can serve as a laboratory for social innovation—a field where sustainability, inclusion, and digitalization are not slogans but concrete and measurable processes.

Its main contribution has been to place skills at the centre — understood not merely as technical abilities, but as the capacity for adaptation, collaboration, and strategic vision.

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A New Gateway for Internships: How GreenHost Facilitates Student-Industry Matching



The GreenHost project has developed a comprehensive Recruitment System of Apprentices and Businesses as part of its WP5 – Mobility and Industry Engagement. This system is designed to facilitate the connection between students, vocational education and training (VET) learners, universities, recent graduates, emerging professionals, and businesses, specifically in the green and digital hospitality sectors. The system will be implemented across seven partner countries: Bulgaria, Greece, Cyprus, Italy, Slovenia, Spain, and Portugal.

The goal of the recruitment system is to create a national network that bridges the gap between education and the tourism industry, supporting high-quality internships in green and digital hospitality. The system will be powered by an Online Transnational Cooperation Platform and will serve the following key objectives:

- **Efficient Matching:** It will ensure transparent and efficient matching between suitable companies and students through an online platform.
- **International Work-Based Learning:** The platform will enable students and professionals to access internship opportunities across partner countries, fostering international exposure in green and digital sectors.
- **Stronger Industry Partnerships:** The system aims to strengthen partnerships between VET and higher education institutions and industry players, ensuring high-quality internship experiences.
- **Standardization of Procedures:** It will standardize processes such as application, selection, and documentation across all participating countries, ensuring fairness and inclusivity.
- **Monitoring and Alignment:** The platform will track the selection of participants and companies, ensuring alignment of policies across all project countries.

Each partner country will implement its own recruitment system, adhering to national regulations while also aligning with the common framework outlined by the GreenHost project. Specific guidelines for internship participation include academic level, type of internship (curricular or extracurricular), internship duration, and required insurance coverage.

The Online Cooperation Platform will centralize all internship-related information, including applications, validation, and documentation. It will feature both private and public sections: the private section will contain confidential data related to participants and companies, while the public section will showcase available internship offers and public profiles. This platform will ensure smooth coordination and communication among all stakeholders involved in the process.

This initiative is a significant step towards creating a dynamic and transparent recruitment system, fostering collaboration between education and industry while offering valuable international internship opportunities in the tourism and hospitality sectors.

GreenHost Curriculum: Enhancing Professional Excellence and Sustainability in Tourism and Hospitality Education

The GreenHost project has developed an integrated competency-based curriculum to address the evolving challenges of the tourism and hospitality sector. This curriculum, introduced in Work Package 4, Task 4.2, aims to enhance professional excellence and workforce sustainability through structured learning pathways for both initial education and upskilling of students and graduates. The curriculum is designed to address existing and future skill gaps, incorporating green and digital principles to ensure a workforce adaptable to the sector's changing needs.



The curriculum is grounded in several theoretical frameworks. The human capital theory and employability theory emphasize transferable skills such as communication, teamwork, emotional intelligence, and digital literacy, essential for sustainable employment in hospitality. The sustainability education theory aligns with the UN's Sustainable Development Goals (SDGs), integrating concepts like circular economy, zero-waste logistics, energy efficiency, and responsible travel. Lastly, green entrepreneurship focuses on innovation, design thinking, and sustainable business models, empowering students to create eco-friendly and socially responsible hospitality enterprises.

The program is structured into three complementary areas:

1. Labour Market Skills
2. Sustainability in Hospitality
3. Green Entrepreneurship

Each area is supported by self-assessment tools, allowing flexible application in vocational, higher education, and lifelong learning contexts. This approach aligns with European qualification frameworks and the principles of lifelong learning.

GreenHost Curriculum: Enhancing Professional Excellence and Sustainability in Tourism and Hospitality Education

A key feature of the GreenHost curriculum is its practical orientation. Modules combine theoretical knowledge with applied learning methods, including case studies, simulations, project-based learning, role-playing, and collaboration with local hospitality and tourism businesses. This approach ensures that learners can translate theoretical concepts into workplace skills, easing their transition from education to employment.

The curriculum's modular structure allows it to be flexible and adaptable across different educational settings, from vocational training to higher education and lifelong learning programs. It also supports the development of self-assessment tools, encouraging learners to reflect on their own development and readiness for careers in sustainable tourism.

In conclusion, the GreenHost curriculum provides a robust framework for professional development in tourism and hospitality education. By integrating labour market skills, sustainability competencies, and green entrepreneurship into a cohesive educational architecture, it contributes to the creation of a skilled, adaptive, and sustainability-oriented workforce. This forward-thinking approach ensures that the sector's future competitiveness will rely not only on operational efficiency but also on ethical leadership, systemic awareness, and responsible innovation.

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GreenHost in Reggio Emilia: European Cooperation for Sustainable Hospitality

The GreenHost project held its 3rd Transnational Project Meeting (TPM) on November 4-5, 2025, in Reggio Emilia, Italy. The event brought together 19 partners from seven European countries to assess the project's progress and define the next steps. The meeting emphasized a shared goal: advancing sustainable, responsible, and innovative tourism and hospitality.



Key discussions included:

- Project Monitoring: University of Macedonia reviewed the progress and ensured effective implementation.
- GreenHost Platform: AITR led discussions on the development of a digital hub for networking and community engagement.
- Environmental Footprint Tools: IPP shared research on integrating sustainability into training programs.
- VET Training: SSGT presented updates on curricula aimed at boosting green skills in the tourism sector.
- Mobility Opportunities: Plans for mobility schemes in Greece and Spain for students and young professionals were outlined.
- Communication Strategies: MTBG focused on expanding visibility and ensuring long-term project impact.

The event also included a networking session with local stakeholders, fostering collaboration between education, industry, and responsible tourism initiatives in the region.

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