



Communication & Dissemination

D.6.3 Report on Dissemination and Exploitation Activities



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Project No: 101056184

TourX CoVE for the Tourism Industry



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1. Introduction

TourX – CoVEs for the Tourism Industry is an Erasmus+ project funded under the ERASMUS-EDU-2021-PEX-COVE call, with a project duration of 48 months. The project aims to establish a transnational platform of Centres of Vocational Excellence in the tourism sector, building on regional Knowledge Triangles in Greece, Italy, Germany and Spain, while also involving additional European and international partners. The TourX approach is therefore both regional and transnational, as it supports the development of cooperation ecosystems rooted in specific tourism regions and connects them through a wider European platform for vocational excellence, knowledge exchange and transferability.

The project builds on regional Knowledge Triangles involving vocational education and training providers, tourism sector representatives, public authorities and other relevant stakeholders, with the objective of improving the capacity of VET systems to respond to the evolving needs of the tourism industry. TourX focuses on promoting cooperation between education and the world of work, supporting skills anticipation, enhancing the attractiveness of tourism-related VET pathways and contributing to more sustainable, inclusive and competitive tourism ecosystems.

Within this framework, Work Package 6 (WP6) plays a key role in ensuring the visibility, dissemination, outreach and exploitation of the project's results. WP6 was designed to support the communication of TourX activities and outputs, the engagement of relevant stakeholders at local, national and European level, the creation of spill-over effects beyond the consortium, and the implementation of awareness-raising actions aimed at improving the image of VET in the tourism sector. It also contributes to the wider uptake of TourX results by fostering networking, cooperation with other CoVEs and umbrella organisations, and the promotion of the project's outputs among VET providers, tourism enterprises, policy actors and local communities.

This deliverable, D6.3 – Report on Dissemination and Exploitation Activities, provides the final consolidated account of the activities implemented under WP6 during the project lifetime. It brings together the communication, dissemination, visibility, stakeholder engagement,

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awareness-raising, networking and exploitation actions carried out by the consortium, presenting the main target groups reached, the results achieved and the supporting evidence collected. Rather than reproducing the dissemination and exploitation strategy, the report focuses on documenting how the planned activities were implemented, how TourX results were promoted and valorised, and how the project contributed to strengthening the visibility of VET excellence in tourism.

The report is structured as an evidence-based synthesis of WP6 implementation. It combines narrative sections with summary tables, indicators and references to supporting documentation. Detailed activity records, public links, dissemination materials and evidence files are used to substantiate the reported achievements and to provide a clear account of the project's communication, dissemination, outreach and exploitation work. A dedicated final section consolidates the main links to the resources and supporting tools referenced in the report.

2. General Overview

This section provides an overview of the TourX project and of the role of Work Package 6 within the overall project architecture. It acts as a bridge between the introductory framing of the report and the reporting methodology presented in the following section. Its purpose is to clarify the scope of D6.3, the WP6 tasks covered, the main areas of implementation and the types of evidence used to document communication, dissemination, visibility, stakeholder engagement, awareness-raising, outreach, networking and exploitation activities.

The TourX project is based on the principle that vocational excellence in tourism requires structured and sustained cooperation between education and the world of work. In this perspective, the regional Knowledge Triangles bring together VET providers, tourism sector representatives, regional and local authorities and other relevant actors, with the aim of strengthening the alignment between training provision and labour market needs. Through this model, TourX promotes more responsive VET systems, supports skills anticipation, encourages cooperation between institutions and enterprises, and contributes to the modernisation of tourism-related education and training.

At transnational level, the project seeks to connect these regional ecosystems through the TourX Platform, creating opportunities for cooperation, knowledge transfer and wider exploitation of project results. This transnational dimension is supported by the involvement of umbrella organisations and partners with strong outreach capacity, which contribute to the dissemination of TourX outputs beyond the countries where the regional Knowledge Triangles are established. The project therefore combines local relevance with European added value, linking regional tourism development needs with broader objectives related to vocational excellence, employability, innovation and inclusion.

The main objectives of TourX include fostering national and transnational collaboration among stakeholders, increasing skills anticipation in the tourism industry through the WatchTower, improving sectoral employability and competitiveness, supporting investment in tourism-related human resources, contributing to a fairer and more sustainable tourism model, strengthening internationalisation, creating feedback loops to adapt VET provision, and increasing the image of VET in the tourism sector. These objectives show that dissemination and exploitation are not isolated communication functions but are closely connected to the project's broader ambition to generate systemic impact in tourism-oriented VET.

Within this framework, WP6 provides the communication, dissemination, outreach and exploitation dimension of the project. Its role is to ensure that TourX activities, outputs and results are made visible, accessible and relevant to the project's target groups. WP6 supports the mobilisation of stakeholders at local, national and European level, the promotion of project results beyond the consortium, the creation of spill-over effects in the tourism and VET sectors, and the engagement of wider audiences through awareness-raising actions. Particular attention is given to the visibility of VET opportunities in tourism, including through activities addressed to schools, students, families, local communities and tourism actors. WP6 also contributes to the longer-term valorisation of TourX results by supporting networking, cooperation with other CoVEs, involvement of umbrella organisations and dissemination through partner channels. In this sense, WP6 is not limited to the communication of project outputs, but supports their uptake, transferability and exploitation across different stakeholder communities.

This broader function is reflected in the structure of D6.3, which reports not only on communication activities, but also on stakeholder engagement, outreach, awareness-raising, networking and exploitation-oriented actions.

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2.1 Purpose, scope and reporting period of D6.3

“D6.3 – Report on Dissemination and Exploitation Activities” is the final deliverable dedicated to the reporting of the activities implemented under Work Package 6. It provides a consolidated account of how the communication, dissemination, visibility, stakeholder engagement, awareness-raising, outreach, networking and exploitation actions were carried out throughout the TourX project lifetime. As such, the deliverable represents a final synthesis of the work performed by the consortium to promote the project, engage relevant audiences, support the visibility of results and contribute to the wider uptake of TourX outputs.

The purpose of D6.3 is not only to list the activities implemented, but also to show how these activities contributed to the overall objectives of WP6 and to the broader ambition of TourX. Dissemination and exploitation activities were intended to ensure that the project results reached the relevant target groups, including VET providers, tourism enterprises, regional and local authorities, umbrella organisations, policy actors, learners, families, local communities and other stakeholders. In this perspective, the report documents the extent to which WP6 supported the visibility of TourX, strengthened stakeholder engagement and created opportunities for the transfer and valorisation of project results.

The deliverable builds on the strategic framework defined in D6.1 – Dissemination & Exploitation Plan, which outlined the project’s dissemination methodology, target groups, dissemination channels, WP6 tasks and sustainability approach. D6.3 does not reproduce this plan, but reports on its implementation. It therefore focuses on the activities actually carried out, the outputs produced, the audiences addressed and the evidence collected to demonstrate the communication, dissemination and exploitation work performed during the project.

The scope of the report reflects the broad function of WP6 within the TourX project. It covers communication and dissemination activities, online and offline visibility actions, stakeholder engagement processes, the development of the TourX Ambassadors Club, outreach activities addressed to local communities and target groups, networking with other CoVEs and relevant organisations, exploitation-oriented actions, and measures aimed at ensuring the visibility of EU funding. These areas are reported in relation to the overall objective of strengthening the image of VET in the tourism sector and supporting the transferability of TourX outputs beyond the consortium.

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In line with its final reporting function, D6.3 adopts a synthetic and evidence-based approach. It combines narrative reporting with summary tables and references to supporting documentation, public links, dissemination records and partner evidence. The objective is to provide a clear and traceable account of WP6 implementation, without duplicating operational records in the main body of the report. Detailed methodological aspects related to the collection, organisation and verification of evidence are presented in Section 3.

2.2 WP6 tasks covered and structure of the report

Work Package 6 covers a broad set of activities related to dissemination, exploitation, stakeholder engagement and outreach. These activities were designed to ensure that TourX results were communicated to relevant audiences, promoted beyond the consortium, and connected to the wider ecosystem of VET excellence and tourism sector development.

The WP6 structure includes seven main tasks. These range from the development of the Communication and Dissemination Plan to preparatory dissemination activities, stakeholder networking, creation of spill-over effects, outreach to local societies, engagement with other CoVEs and participation in EU Skills Week activities.

A central component of WP6 is Task 6.3, focused on the development of a network with relevant stakeholders. This task includes the identification of stakeholders at European, national and local level and the creation of a group of TourX Ambassadors intended to support communication, knowledge exchange and awareness-raising.

The table below provides a concise overview of the link between the WP6 tasks and the structure of this report.

WP6 task	Main focus	Main section(s) of the report
T6.1 – Development of a detailed Communication and Dissemination Plan	Strategic framework, target groups, communication approach and monitoring basis for WP6 implementation.	Sections 2 and 3

T6.2 – Implementation of Preparatory Dissemination Activities	Development and use of project communication tools, including the website, social media channels, newsletters, dissemination materials and visibility actions.	Sections 3 and 4.1
T6.3 – Development of Network with Relevant Stakeholders	Identification and engagement of stakeholders at European, national and local level, including stakeholder records and the TourX Ambassadors Club.	Section 5
T6.4 – Creation of a spill-over effect in the Tourism Sector and VET systems	Dissemination and exploitation actions reaching VET providers, tourism enterprises, SMEs, policy actors and organisations beyond the consortium through workshops, roundtables, policy meetings, articles and project-level dissemination.	Sections 4.2, 4.3, 5 and 6
T6.5 – Outreach and engagement activities to local societies	Awareness-raising and engagement actions addressed to learners, schools, students, families, local communities, unemployed people and groups with fewer opportunities.	Sections 4.2, 5 and 6
T6.6 – Other CoVEs engagement activities	Cooperation, exchange and networking with other Centres of Vocational Excellence and related initiatives, supporting the wider positioning of TourX within the European VET excellence ecosystem.	Sections 4.3 and 6
T6.7 – Active participation during EU Skills Week Activities	Awareness-raising and promotional activities connected to skills development, VET opportunities and tourism careers.	Sections 4.2, 4.3, 5 and 6

The structure of D6.3 follows this task-based logic while avoiding a purely administrative presentation. Section 3 explains the methodology used for collecting, organising and verifying reporting evidence. Section 4 focuses on communication, dissemination and visibility activities, including digital communication, partner country highlights and project-level recognition. Section 5 addresses stakeholder engagement, the Ambassadors Club and outreach activities to local societies. Section 6 provides the overall conclusion, while Section 7 consolidates the main relevant links and supporting resources referenced throughout the report.

This structure allows the report to present WP6 implementation in a readable and coherent way. Rather than listing activities only by task number, the report groups them thematically, so that communication, engagement, outreach and exploitation activities can be understood as interconnected components of the overall dissemination and valorisation strategy of TourX. Detailed examples, evidence materials, public links, screenshots and supporting documentation are referenced through the relevant links and supporting resources section at the end of the report.

3. Reporting Methodology and Evidence Collection

This section describes the methodology used to collect, organise and consolidate the information and supporting evidence included in this report. As D6.3 is the final report on dissemination and exploitation activities, the methodology was designed to provide a coherent and traceable overview of the activities implemented under WP6 throughout the project lifetime, while keeping the main body of the report concise, readable and suitable for dissemination.

The reporting process builds on the strategic framework defined in D6.1 – Dissemination & Exploitation Plan, which identified the main dissemination methodology, target groups, communication channels, WP6 tasks and sustainability approach. D6.1 also included a dissemination reporting table designed to record key information such as the partner responsible, activity description, method, date, location, size or number of organisations/persons involved, impact, target groups and supporting documents available. This structure provided an initial reference for the organisation and monitoring of WP6 dissemination evidence.

The information included in D6.3 was consolidated from several complementary sources. These included partner contributions, the dissemination log, stakeholder and ambassadors' databases, previous internal reporting materials, public links, website and social media evidence, event documentation, presentation materials, newsletters, press and video releases, screenshots and other supporting files collected during the project. These sources were used to reconstruct the main areas of WP6 implementation and to support the reporting of communication, dissemination, stakeholder engagement, outreach, networking and exploitation activities.

The reporting process evolved during the project lifetime. In the first phases, the collection of information relied mainly on periodic partner inputs, including six-month partner surveys and internal reporting exercises. These inputs allowed the consortium to collect updates on dissemination, communication, outreach and stakeholder engagement activities at regular intervals.

As the number and variety of WP6 activities increased, this approach was progressively complemented by a more continuous and structured monitoring tool: the dissemination log. The dissemination log was developed as an Excel-based operational monitoring tool used by the consortium to record WP6-related activities in a common format. It was not conceived as a narrative section of the report, but as a working tool for continuous activity tracking, partner reporting and evidence consolidation. The log is organised by partner, with dedicated sheets for each organisation and a shared structure for recording comparable information across the consortium. For each activity, the dissemination log allows partners to report key information such as the partner responsible, the date of the activity, whether the action took place in person or virtually, the location where relevant, the type of activity implemented, a short description of the action, the target audience, the estimated impact or reach, the dissemination level, the country of dissemination, and the available supporting evidence. Evidence fields include public links to websites, posts or other online materials, as well as links to shared repositories where additional documentation can be stored. In this way, the log supports both quantitative tracking and qualitative reconstruction of WP6 activities.

The use of the dissemination log strengthened the reporting process by facilitating continuous updates, improving consistency across partner contributions and providing a common reference

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point for the preparation of D6.3. The complete dissemination log remains available as supporting documentation and is referenced in the relevant links and supporting resources section at the end of the report.

Evidence collection was also supported through shared repositories where partners could upload documentation related to dissemination and exploitation activities. During the project, evidence storage moved across different collaborative environments. Initial materials and previous reports were stored in the TourX Basecamp folders. The process then moved towards AKMI SharePoint; however, due to external access limitations, a shared Google Drive was created to facilitate the upload and consolidation of supporting documentation by partners. This Google Drive included dedicated folders for communication and dissemination activities, newsletters, posts, press and video releases, website evidence, stakeholder-related materials, MoUs, ambassadors' evidence, and outreach and engagement activities. The shared repository link is included in the relevant links and supporting resources section, where applicable.

The evidence collected was organised according to the main WP6 areas covered by this report. Communication and dissemination evidence included website updates, social media posts, newsletters, press releases, videos, articles, presentations and public links. Stakeholder engagement evidence included stakeholder records, meeting or event documentation and supporting materials related to contacts with relevant actors. Ambassadors Club evidence included ambassador records, confirmation emails, screenshots and LinkedIn group information. These materials are referenced through the relevant links and supporting resources section at the end of the report, where applicable.

Outreach and engagement evidence included agendas, attendance or signature lists, photographs, presentations and local event documentation. Exploitation and networking evidence included public outputs, event materials, cooperation activities, presentations and references to TourX results promoted beyond the consortium. Partner contributions and qualitative inputs were used to complement the activity records and to provide a richer account of the activities implemented across the partnership.

The main body of D6.3 provides a synthesis of the activities implemented, the results documented and the evidence available. Detailed supporting materials, including the full

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dissemination log, public links, screenshots, communication materials, event documentation, evidence summaries and other relevant documentation, are referenced through the relevant links and supporting resources section. This structure allows the report to remain focused on the main implementation areas and achievements, while ensuring that the evidence base remains transparent and traceable.

Overall, the methodology adopted for D6.3 combines continuous activity tracking, partner-based evidence collection and final consolidation of supporting materials. It provides a structured basis for reporting WP6 implementation and for demonstrating how communication, dissemination, stakeholder engagement, outreach, networking and exploitation activities contributed to the visibility, valorisation and transferability of TourX results.

4. Communication, Dissemination and Visibility Activities

This section presents the main communication, dissemination and visibility activities carried out throughout the project. It provides an overview of the actions implemented to promote TourX, share its results, engage relevant stakeholders and increase the visibility of vocational education and training in the tourism sector. It also highlights how these activities contributed to the achievement of the main project objectives.

4.1 Social Media Channels and Website Performance

The project's social media channels and website represented key tools for ensuring continuous visibility, public access to information, and wider dissemination of TourX activities and results. Throughout the project, these digital channels were used to share updates, promote events and outputs, highlight partner contributions, and reach relevant audiences across the VET and tourism sectors. This subsection presents an overview of the main online communication actions carried out, followed by a summary table of the key performance indicators achieved through the project's website and social media presence.

Project Website

The TourX website (www.tour-x.eu) served as the central hub for project communication throughout the 48-month implementation period. It was designed to provide up-to-date information on project objectives, activities, news, events, videos, public deliverables and

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dissemination materials. The website was managed by AKMI (Project Coordinator) and remained continuously accessible and updated throughout the project. It hosted dedicated sections for project results, partner information, news articles documenting major milestones, and calls to action for stakeholder engagement, including MOOC platform registration. Website articles covered key moments such as the launch of the Hospitality Labs MOOC platform, transnational project meetings, study visits, and external recognition events. The website will remain accessible beyond the project's end date, supporting the sustainability of TourX outputs.

TourX Website Insights	Achievements
Website visitors	28,700 website visitors
Website views	63,000 website visits

Facebook

The TourX Facebook page (facebook.com/tourxcoves) was active throughout the project and used to communicate news, promote events, share study visit highlights, and disseminate results. The Facebook channel was used in tandem with partner organisational pages to amplify reach.

Posts were published both through project-related channels and partner organisational profiles, allowing the project to reach audiences connected to VET, tourism, local communities, SMEs, public institutions and wider stakeholder networks.

Across the dissemination logs analysed, Facebook-related entries included posts, photos, event-related publications and partner-level dissemination actions.

Overall, the Facebook dissemination activity shows that the consortium made consistent use of the platform to promote project events, stakeholder engagement actions, piloting activities, mobility opportunities, learning resources, community outreach and the TourX MooC platform.

The table below summarises the main achievements identified across the Facebook-related entries collected during the project.

Facebook Main Insights (across partnership & TourX profiles)	Achievements
Number of Facebook posts	142 posts published
Number of total impressions	42,359 total impressions
Total number of followers (TourX & partners profiles)	Total TourX Facebook Followers: 4,000 followers Total partners' Facebook pages combined followers: 298,700 followers

These results demonstrate the contribution of Facebook-based dissemination to the wider visibility of TourX, supporting awareness raising and engagement beyond the direct project network.

LinkedIn

LinkedIn (linkedin.com/company/tourxcoves/) was used particularly for reaching audiences connected to VET, tourism, education, public institutions, European networks and sector stakeholders. Across partner and TourX-related profiles, LinkedIn posts supported the promotion of project activities, events, mobility opportunities, stakeholder engagement actions, learning resources, piloting activities and project results.

Across the dissemination lists and log analysed, LinkedIn-related entries included posts, event announcements, project updates, partner publications and professional dissemination actions.

Overall, LinkedIn contributed to strengthening TourX visibility among professional and institutional audiences, supporting awareness raising, stakeholder engagement and the dissemination of project outcomes within the wider VET and tourism ecosystem.

The table below summarises the main achievements identified across the LinkedIn-related entries collected during the project.

LinkedIn Main Insights (across partnership & TourX profiles)	Achievements
Number of LinkedIn posts	326 posts published
Number of total impressions	138,042 total impressions
Total number of followers (TourX & partners profiles)	Total TourX LinkedIn Followers: 606 followers Total partners' LinkedIn pages combined followers: 204,194 followers

Instagram

Instagram (instagram.com/tourxcoves/) complemented the project's digital dissemination by offering a visual and accessible channel to present TourX activities, events and opportunities. During the first half of the project, the dedicated TourX Instagram profile was used to support project-level visibility and to share updates, promotional content and highlights from project activities. In the later stages, Instagram dissemination continued mainly through partner organisational profiles, allowing partners to promote TourX within their own local, regional and sectoral networks.

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This approach helped maintain the project's presence on Instagram while adapting communication to the channels most actively used by partners and their audiences. Through these profiles, Instagram was used to share event highlights, photos from project activities, piloting moments, mobility-related updates, community outreach actions and promotional material linked to the project's learning opportunities.

Instagram helped showcase the human and practical dimension of TourX, including participation in workshops, training sessions, stakeholder events and local dissemination activities.

The table below summarises the main Instagram indicators identified across the analysed dissemination lists and log. It brings together both project-level and partner-level Instagram activity, reflecting the overall visibility and engagement generated through this channel.

Instagram Main Insights (across partnership & TourX profiles)	Achievements
Number of Instagram posts	71 posts published
Number of total impressions	13,205 total impressions
Total number of followers (TourX & partners profiles)	Total TourX Instagram Followers: 173 followers Total partners' Instagram pages combined followers: 165,684 followers

Newsletter & Emailing

Newsletters supported direct communication with stakeholders, partners' networks, VET communities, tourism actors and wider professional audiences.

Across the analysed dissemination lists and log, partners reported a range of newsletter and email-based actions, including MailChimp campaigns, institutional newsletters, mailing list dissemination, email campaigns, newsletter articles and promotional messages linked to project activities, events, the MOOC platform, surveys, mobility opportunities and project results.

In total, 60 newsletter and emailing-related entries were identified across the uploaded dissemination files. In addition, the TourX website includes a dedicated newsletter section (tour-x.eu/category/newsletter/), where six official TourX newsletters are published, covering the project period from Newsletter #1 to Newsletter #6.

The data shows that newsletters and email-based communication supported the structured dissemination of TourX updates and helped maintain contact with relevant audiences beyond social media platforms.

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The table below summarises the main newsletter and emailing indicators identified across partner dissemination actions and TourX channels, including mailing campaigns, institutional newsletters, MailChimp actions and the official TourX newsletters published on the project website.

Newsletter & Emailing Main Insights (across partnership & TourX channels)	Achievements
Number of Newsletter & Emailing-related actions	60 actions related to newsletter and emailing
Number of total people reached	43,158 people reached

4.2 Partner Countries Highlights

The dissemination and communication activities carried out across partner countries over the four-year project lifetime constitute a rich and varied record of engagement, outreach and visibility-building. Each partner brought its own institutional channels, networks and regional reach to the consortium's collective effort to promote TourX and embed its results within local ecosystems. The summaries below are organised by country and partner, drawing on the dissemination log, KPI reporting templates and partner evidence contributions submitted across the project period. Activities documented in biannual reports and the dissemination log cover the full project lifetime; the emphasis in this section is on the most substantive and illustrative contributions.

Greece

In Greece, the Greek activities combined institutional outreach, stakeholder engagement, promotion of TourX tools, awareness raising among VET and tourism education actors, and cooperation with public authorities, chambers, tourism organisations, academic representatives and local stakeholders.

AKMI contributed to the visibility of TourX through high-level dissemination, policy-oriented engagement and internationalisation activities. Its actions helped position the project within wider European discussions on skills, vocational excellence and hospitality education, while also strengthening the connection between TourX and sectoral stakeholders.

One of AKMI's key highlights was the promotion of TourX within the framework of the European Pact for Skills. Through its participation in national and European discussions on workforce development, AKMI showcased the project's contribution to addressing tourism skills shortages and supporting the competitiveness of the sector. The activity highlighted the relevance of TourX training methodologies, microcredentials, Hospitality Labs and Centres of Vocational Excellence

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in responding to labour market needs, digital transformation, sustainability challenges and changing customer expectations.

AKMI also contributed to the internationalisation dimension of TourX through its meeting with representatives of the American Hotel & Lodging Educational Institute (AHLEI). The meeting focused on hospitality education, international certification frameworks, industry-recognised qualifications and possible cooperation in workforce development. This engagement demonstrated the project's ambition to align tourism education with international standards and to strengthen the sustainability and exploitation potential of TourX results beyond the project lifetime.

In addition, AKMI represented TourX at the Internationalising Vocational Excellence Conference, where the project was presented alongside other European Centres of Vocational Excellence and VET networks. The conference provided an opportunity to exchange experiences on international cooperation, mobility, innovation ecosystems, stakeholder engagement and the future of vocational excellence. Through this participation, AKMI contributed to reinforcing the visibility of TourX within the European VET community and to creating opportunities for future cooperation with other CoVE initiatives.

The Regional Development Fund of Attica's (RDFA) contribution focused primarily on institutional engagement, regional outreach and the connection of TourX with the wider tourism development strategy of the Attica Region. Its role was particularly relevant in mobilising public bodies, social partners, tourism associations and regional structures involved in education, entrepreneurship, tourism planning and destination management.

As part of its activities, RDFA reached out to educators and institutional partners from the tourism ecosystem of the Attica Region, sharing informational materials about the TourX programme and encouraging participation in the thematic online workshops known as the TourX Hospitality Labs. This outreach aimed to involve relevant actors in the review, adaptation and evaluation of the educational material, ensuring that the training offer was relevant, usable and applicable to national and regional realities and responsive to current labour market needs in the tourism sector.

Due to its institutional framework, RDFA engaged mainly with social partners and representative organisations rather than individual businesses. In this context, it contacted key actors such as the Athens Hotel Chamber, the Hellenic Hoteliers Association and the Association of Tourism Enterprises to inform them about TourX, the opportunities for skills development offered through the project curricula, and the possibility for their members and represented businesses to participate in the Hospitality Labs and related training activities. This approach supported indirect outreach to tourism enterprises through established representative bodies.

RDFA also played an important role in connecting TourX with regional tourism governance structures. During the event "Attica Meets Europe", organised by RDFA, the TourX project was presented in full, with particular reference to funding opportunities promoted through the

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project's Funding Box. The event also created opportunities to discuss how TourX could be linked with the action plan of the Destination Management and Marketing Organisation (DMMO) of the Attica Region. The activity involved a broad range of stakeholders, including chambers, tourism authorities, regional development structures, innovation bodies, tourism associations, academic representatives and public authorities.

In addition, RDFA coordinated and supported working meetings with institutional and social partners, as well as with the DAISy research team of the Hellenic Open University. These exchanges addressed several elements of the TourX work, including the presentation of WatchTower as a digital strategic planning tool for forecasting, monitoring and analysing tourism skills needs; the validation of the Tourism Skills Needs Questionnaire; and the preparation of a draft Memorandum of Cooperation between the DAISy research team and the DMMO of the Attica Region for the creation of a Tourism Skills Needs Observatory. These activities contributed to strengthening the link between project results and regional tourism policy needs.

RDFA also supported the process of adapting and reviewing detailed education and training programmes in the tourism sector. It contacted institutional and social partners so that the AKMI International team could present the training programmes and involve them in the review and evaluation of the educational material in relation to the Greek and regional context. This helped connect the TourX training offer with the needs and expectations of relevant public and tourism education stakeholders.

Finally, RDFA contributed to wider local outreach by promoting TourX among the Region of Attica's institutional partners and by facilitating cooperation with the DMMO and related regional initiatives. Through events, online workshops, information sharing and direct institutional contacts, RDFA helped position TourX within the regional tourism ecosystem and supported its visibility among key decision-makers and organisations involved in tourism development, education, entrepreneurship and destination management.

The Hellenic Open University (HOU) contributed to the Greek dissemination activities through research-led outreach, targeted email campaigns, online dissemination, stakeholder networking and promotion of TourX tools among tourism education, VET, learner and professional audiences. Its activities were strongly linked to the promotion of the Hospitality Labs, MOOC platform, GSTS tool and broader digital and green skills development opportunities within the tourism sector.

A key part of HOU's contribution was a targeted email dissemination campaign promoting registration for the TourX Hospitality Labs. The campaign was implemented through HOU mailing services and internal registries and addressed tourism students, academic staff and VET stakeholders. It included dissemination through HOU channels, direct messages to tourism students, support requests for forwarding the information to relevant academic programmes, and outreach to tourism departments of the University of Patras, the Chamber of Ilia and the HOU Career Office. This activity raised awareness of TourX tools and encouraged VET and tourism education stakeholders to engage with the project's training offer.

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HOU also implemented dissemination and networking actions targeting tourism professionals, SMEs and local tourism stakeholders. These activities promoted TourX tools, including the GSTS platform and the Hospitality Labs, and were carried out through online campaigns, participation in tourism-related events and collaboration with chambers, tourism organisations and local stakeholders. Through these actions, HOU contributed to awareness raising on digital and green tourism skills and encouraged engagement with TourX project results and learning opportunities.

In relation to stakeholder and ecosystem engagement, HOU collaborated with regional and national tourism actors, including the Chamber of Ilia, tourism departments of the University of Patras, tourism professionals and other ecosystem stakeholders. HOU also participated in tourism-related forums and scientific events where TourX tools and project results were presented. These activities supported the connection between education, research and the tourism sector, contributing to the wider dissemination and uptake of TourX outputs.

HOU's learner engagement activities focused on the promotion of the TourX Hospitality Labs, MOOC platform and GSTS tool among tourism students and young professionals. Learners were informed about the available training opportunities, microcredentials, digital and green tourism skills pathways, the GSTS survey and other ecosystem tools developed within the project. These actions encouraged learners to participate in online modules, interact with the project platforms and contribute to the wider TourX tourism ecosystem through skills development and stakeholder engagement.

HOU also contributed to community outreach and wider awareness raising through online campaigns, social media dissemination and participation in tourism-related events. These activities promoted TourX tools, tourism skills development and lifelong learning opportunities, helping to increase awareness of digital and green transformation in tourism education and practice among wider online audiences and local stakeholders.

Overall, the Greek partners contributed to TourX through a combination of institutional mobilisation, regional policy engagement, research-based dissemination, digital tool promotion, stakeholder networking and awareness raising. RDFA strengthened the project's connection with the Attica tourism governance ecosystem and regional stakeholders, while HOU promoted the project's learning tools, Hospitality Labs and skills-development resources among education, tourism and professional audiences. Together, their activities supported the visibility of TourX in Greece and reinforced cooperation between VET, tourism stakeholders, public authorities and research actors.

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Spain

In Spain, the activities carried out under WP6 combined stakeholder engagement, learner involvement, VET provider outreach, piloting of TourX tools, community awareness raising and dissemination through partner communication channels. The Spanish contribution was mainly implemented in Zaragoza and Fuerteventura, reflecting different territorial contexts within the Spanish tourism ecosystem and engaging VET centres, tourism SMEs, public institutions, learners, teachers, tourism professionals, local communities and other stakeholders.

Mundus contributed to the visibility and dissemination of TourX mainly through activities implemented in Zaragoza, with a strong focus on stakeholder engagement, tourism education, mobility opportunities and cooperation between VET and tourism actors. One of the main activities reported by Mundus was a stakeholder workshop with representatives from different areas of the tourism ecosystem in Zaragoza. The workshop brought together tourism SMEs, tourism professionals and local stakeholders to discuss the main challenges and needs of the sector, including staffing needs, skills gaps, recruitment and retention difficulties, foreign language skills, digitalisation, sustainability and cooperation with Vocational Education and Training.

Within this context, Mundus presented the TourX project, its objectives, tools, results achieved and ongoing activities, with particular attention to internationalisation and mobility opportunities. Participants were informed about how mobility activities could support the exchange of good practices, observation of other tourism and VET systems, and the development of new ideas for their organisations. This activity strengthened links between tourism companies, local stakeholders and the project, while supporting dissemination, networking and interest in future collaboration.

Mundus also engaged with the Zaragoza Convention Bureau through an online meeting aimed at presenting TourX and exploring possible collaboration opportunities. The meeting focused on introducing the project, sharing information about the Study Visit opportunity and discussing ways to connect TourX with tourism stakeholders in Zaragoza. As a result, the Zaragoza Convention Bureau showed interest in the initiative, shared contacts and information about its partner network, and agreed to circulate the opportunity internally.

In the field of tourism education, Mundus organised a meeting with the management team of ETUZ, the University School of Tourism of Zaragoza, to present TourX and discuss the opportunities offered by the project, particularly in relation to mobility activities. This exchange contributed to raising awareness among tourism education representatives and opened a concrete path for collaboration. Following this first contact, ETUZ later participated in the TourX workshop “Roundtable discussion on Innovating PPPs for Local Tourism” during the TPM in Zaragoza, and one ETUZ professor also took part in a TourX mobility activity.

Mundus further contributed to learner engagement through a workshop with international students participating in Erasmus VET internship mobility. The session introduced the project

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objectives, the MOOC platform, the course structure, the first course module, the final evaluation process and the microcredential system. Through this activity, learners were able to actively participate in the piloting process, test the learning materials and better understand how TourX could support their skills development and future professional pathways in tourism.

In addition to these face-to-face and online activities, Mundus supported wider outreach through social media, newsletters, website articles, press releases and mailing lists. The content disseminated included project updates, mobility opportunities, promotion of the MOOC platform, surveys, event invitations and registration information. These communication actions contributed to increasing the visibility of TourX among local communities, learners, tourism stakeholders and wider audiences beyond the direct project network.

ASOFUER contributed to the Spanish WP6 activities mainly in Fuerteventura, focusing on the practical engagement of VET providers, learners, teachers, tourism enterprises, public institutions and community stakeholders. Its work placed strong emphasis on the piloting and use of TourX tools in local educational and tourism contexts, particularly through activities with IES Puerto del Rosario.

A central part of ASOFUER's contribution was the organisation of several face-to-face workshops at IES Puerto del Rosario to engage VET learners and teachers with the TourX project and its learning opportunities. These workshops aimed to raise awareness of the importance of digital and green skills in tourism and to promote the use of the TourX platform and MOOC tools. During the sessions, participants received practical presentations of the platform, completed registrations and carried out TourX modules in situ. These activities encouraged active participation from students and teaching staff, while supporting collaboration between VET education and the tourism ecosystem.

ASOFUER also contributed to the engagement of tourism SMEs and local stakeholders through a workshop and stakeholder meeting involving tourism SMEs, tourism professionals, public institutions and regional stakeholders. The activity presented the TourX piloting phase and promoted its relevance for excellence and innovation in the tourism sector. Participants were introduced to the platform, learning tools and MOOC resources, and received practical guidance on registration and platform use. The activity also highlighted the importance of upskilling and microcredentials for tourism professionals and enterprises.

Through this stakeholder work, ASOFUER helped strengthen collaboration between VET providers, SMEs, public institutions and tourism actors in Fuerteventura. The activities contributed to ecosystem-building by encouraging companies and organisations to promote and implement the TourX platform within their own networks and business environments, while also supporting future cooperation within the tourism skills ecosystem.

ASOFUER's learner engagement activities were implemented through several TourX awareness and piloting workshops at IES Puerto del Rosario. Learners were introduced to the platform, MOOC tools and microcredential opportunities related to tourism skills development. They

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completed registrations and carried out learning modules during the sessions, gaining direct practical experience with the project resources. These activities increased students' awareness of digital, green and professional skills for the tourism sector and encouraged them to use and promote the TourX tools in their future academic and professional pathways.

ASOFUER also engaged VET staff members through piloting workshops focused on the use of the TourX platform and learning tools within tourism education. Teachers supported students in completing modules and facilitated their engagement with the digital learning environment. These activities contributed to the capacity building of VET staff by strengthening their familiarity with digital learning methodologies, microcredentials and innovative tourism training resources.

At community level, ASOFUER organised a face-to-face outreach and awareness event involving local associations, creative communities, artisans and other interested community stakeholders. The activity introduced participants to the TourX platform and learning resources and encouraged discussion on innovation, sustainability and skills development within the tourism ecosystem. This contributed to inclusive local outreach, promoted collaboration with local tourism and cultural stakeholders, and increased the visibility of TourX both onsite and through online dissemination, including Instagram promotion.

Escuela de Hostelería Europea (EHE) contributed to the Spanish WP6 activities through a broad set of actions in Fuerteventura, with particular attention to VET provider engagement, technical training, learner participation, SME involvement, institutional outreach and inclusive piloting. EHE's activities were implemented mainly through face-to-face interventions designed to support the deployment and practical use of TourX digital tools among local education and tourism actors.

EHE carried out structured technical training and capacity-building workshops with several local VET providers and institutional staff. These sessions aimed to align participating institutions with the European objectives of TourX and to prepare them for the piloting phase. The activities included presentations of the project's piloting framework and hands-on practical training on user enrolment, platform registration and the operational use of the TourX digital tools. The VET providers involved included Centro de Hostelería y Turismo de Canarias SL, Escuela Superior de Enseñanza de Fuerteventura SL, Formación Profesional para el Empleo Europea SL, Hotel Escuela El Mirador SL, Fuerteventura 2000 SL and Newport Media y Films SL.

EHE also engaged local tourism enterprises and SMEs through targeted face-to-face workshops in Puerto del Rosario. These focus group sessions involved local tourism enterprises, small and medium-sized businesses and sector professionals, including accommodation providers and a travel agency. The activities aimed to build ecosystem capacity, strengthen direct stakeholder engagement and align the regional objectives of TourX with the practical needs of the local tourism sector.

In relation to institutional and public-sector engagement, EHE initiated formal contact with two key departments of the Cabildo de Fuerteventura: the Tourism Board and the Museum Network.

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The purpose of this outreach was to schedule consultation meetings and policy dialogues to present the TourX framework, showcase the advantages of the piloting deliverables and explore synergies for regional ecosystem development. Although formal face-to-face meetings could not be finalised due to time constraints and limited administrative availability, the outreach and communication efforts were documented as evidence of stakeholder engagement.

EHE placed particular emphasis on learner engagement through a series of school presentations, piloting sessions and co-creation workshops with students from participating educational centres. These sessions introduced learners to the European objectives of TourX and presented the tools planned for the piloting phase, with a focus on their practical benefits for future professional development. Learners received guidance on institutional enrolment, navigation of the digital interface and how to request microcredentials and official certificates through the ILA platform. Dedicated dissemination links were also established for each participating educational centre to support accessibility and regional outreach.

EHE's engagement of VET staff was implemented through an integrated capacity-building approach. Awareness-raising activities were combined with follow-up technical support, allowing institutional staff and educators to receive both an overview of the project objectives and practical guidance on enrolment, platform registration and digital tool deployment. Across participating institutions, staff were prepared to act as local support points for learners, teachers and other stakeholders using the MOOC and ILA platforms. This approach supported local ownership of the project tools and contributed to the sustainability and scalability of the piloting process.

Finally, EHE implemented an inclusive outreach activity targeting learners from vulnerable groups through a customised face-to-face piloting session in Fuerteventura. This activity aimed to ensure access to TourX vocational tools for participants who may face barriers to education and training. By adapting the session to the needs of this group, EHE contributed to the project's social inclusion and equity dimension, while promoting diversity and inclusive access to tourism skills development opportunities.

Overall, the Spanish partners contributed to TourX through complementary activities that combined regional stakeholder engagement, VET provider involvement, learner participation, SME outreach, community awareness raising, piloting and digital tool promotion. Mundus strengthened the project's visibility and stakeholder engagement in Zaragoza, particularly through mobility-related dissemination and cooperation with tourism education actors; ASOFUER focused on practical piloting, VET engagement, SME outreach and community visibility in Fuerteventura; and EHE expanded capacity building, learner involvement, institutional outreach and inclusive piloting across local education and tourism organisations. Together, these activities supported the visibility of TourX in Spain and reinforced cooperation between VET, tourism enterprises, public stakeholders and local communities.

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Italy

In Italy, the activities carried out under WP6 combined VET provider engagement, stakeholder networking, SME outreach, learner involvement, dissemination through online channels, promotion of TourX tools and participation in events connected to sustainable tourism, vocational excellence and tourism skills development. The Italian contribution reflected a strong focus on the connection between VET systems, tourism enterprises, regional stakeholders, public authorities, social partners and wider education networks.

ENAIIP Veneto contributed to the dissemination and visibility of TourX through a broad set of awareness-raising, training and networking activities involving VET providers, learners, trainers, tourism stakeholders and local communities. Its activities included Info Open Days, public events, workshops, networking initiatives and practical learning activities, all of which supported the presentation of the TourX project, the promotion of Hospitality Labs and Training of Trainers activities, and the dissemination of mobility experiences.

A significant part of ENAIIP Veneto's work focused on the engagement of VET providers and trainers. Through awareness-raising and dissemination activities, ENAIIP Veneto involved VET learners, trainers and education providers in initiatives presenting TourX methodologies and tools. These activities helped foster collaboration among VET providers, increase awareness of project outputs and support the adoption and piloting of TourX approaches within the tourism education sector.

ENAIIP Veneto also contributed to the engagement of local tourism enterprises and SMEs. The project was presented during several Info Open Days and public events, including the Open Day in Conegliano with representatives of the Ville Venete Consortium and the local Knowledge Triangle meeting organised with the Chamber of Commerce in Padua. These activities involved representatives from the hospitality sector, tourism enterprises, VET providers and institutional stakeholders, and focused on presenting TourX objectives, innovative tools and learning boxes, while strengthening cooperation between education and industry.

In relation to stakeholder and ecosystem engagement, ENAIIP Veneto contributed to the “Smart Tourism Destination – Co-Creating” event held at the Chamber of Commerce as part of the Italian Knowledge Triangle activities. The event presented TourX to an audience including tourism professionals, VET providers, local authorities and other key stakeholders, with a focus on innovation in tourism, skills development and ecosystem collaboration. This initiative helped strengthen connections between actors involved in tourism education and regional tourism development.

ENAIIP Veneto further supported awareness raising and capacity building for VET leaders and trainers through activities involving school managers, trainers trained through Training of Trainers sessions, meetings focused on the Hospitality Labs and engagement with ITS representatives and other secondary and higher education institutions. These activities contributed to enhancing the capacity of educators and training providers to pilot and adopt TourX methodologies.

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Learner engagement was another important dimension of ENAIP Veneto's contribution. Through Info Open Days, public events and targeted initiatives, learners and students were introduced to the TourX project and to Hospitality Labs as innovative learning tools. Dissemination through LinkedIn, Facebook and Instagram also showcased student involvement, mobility experiences and practical activities such as cooking competitions. These actions contributed to increasing awareness of tourism training opportunities and supported active learner participation within the tourism ecosystem.

ENAIP Veneto also promoted local society and community outreach through activities in locations such as Conegliano, Rovigo and Padova. These activities targeted local communities, families, learners and vulnerable groups, including migrant communities, women from migrant backgrounds and representatives of social cooperatives supporting asylum seekers. By promoting inclusive opportunities in tourism education and presenting tools such as the Hospitality Labs, ENAIP Veneto contributed to community engagement, social inclusion and wider awareness of VET pathways in tourism.

Veneto Region contributed to TourX visibility and stakeholder engagement mainly through its role in regional tourism and institutional networking. Its reported activities focused particularly on the presentation of the project at the "Smart Tourism Destination Co-Creating" event, organised by Veneto Region together with the Chamber of Commerce, Unioncamere del Veneto, Veneto Innovazione and ENAIP Veneto.

This event provided a platform to showcase TourX and to gather insights into stakeholder requirements regarding skills in the tourism sector, especially among tourism operators. The activity included a targeted roundtable discussion and involved tourism stakeholders, chambers and Destination Management Organisations from areas including Treviso, Venice, the Dolomites and Chioggia. Through this engagement, Veneto Region supported the connection between TourX and regional tourism actors, contributing to dialogue on tourism skills needs, innovation and cooperation across the regional tourism ecosystem.

The activity also contributed to the digital visibility of TourX through dissemination on social media channels, including Instagram, Facebook and Twitter/X. These online actions supported wider awareness of the project and helped communicate its relevance to tourism stakeholders and regional audiences beyond the direct participants of the event.

Skills Together contributed to the Italian WP6 activities through the development, dissemination and the presentation of TourX outputs, with a particular focus on the TourX Excellence Self-Assessment Tool and the online publication of project legacy resources. Its work helped ensure that selected project results remained accessible beyond project activities and could be shared with VET providers, universities, tourism education institutions, European VET networks and tourism stakeholders.

A key contribution from Skills Together was the production of web pages for the TourX “Project Legacy” section of its website. These included static HTML resources such as a fillable self-assessment form, where visitors can complete the tool, see live results and download their own copy, as well as a comparative table of partner schools with search, filter and sort functions. These resources were designed as accessible online materials, supporting the visibility, usability and sustainability of TourX outputs.

Skills Together also reported external interactions during the development of the TourX Excellence Self-Assessment Tool. These included one-to-one meetings with organisations such as the European Training Foundation, LVIV Professional School for Tourism, the University of Zaragoza School of Tourism and EREA Eugénie Brazier in Paris. The discussions focused on documents posted on the Skills Together website and contributed to methodological exchange, piloting and stakeholder engagement around the TourX self-assessment tool.

Further outreach was carried out through significant interactions with other institutions, including Calcata Municipality in Lazio, Fasano School of Catering and Tourism in Puglia and Costa Crociere. These meetings provided additional opportunities to discuss TourX materials and explore their relevance for tourism education, companies and local stakeholders.

Skills Together also contributed to dissemination through participation in conferences and events where TourX was presented. These included the Italian Festival of Sustainable Development in Palermo, a Sapienza University conference on sustainable development and the EFVET “Cultivating Excellence” conference in Fasano. Through these events, Skills Together helped position TourX within broader discussions on sustainable development, vocational excellence and tourism education.

SIAV contributed to the Italian dissemination and stakeholder engagement activities through broad online outreach, business-oriented dissemination, policy dialogue and continuous engagement with tourism enterprises, SMEs, associations and sector stakeholders. Its activities were particularly focused on reaching tourism businesses and professional networks through digital communication, website dissemination, LinkedIn campaigns, email exchanges and sectoral events.

A key part of SIAV’s contribution was the implementation of broad online dissemination and stakeholder engagement activities targeting tourism enterprises, SMEs, business partners and tourism ecosystem actors. These activities included emailing operations, LinkedIn campaigns, project update publications, promotion of study visits and mobility opportunities, and dissemination of hospitality and upskilling initiatives. SIAV also organised the webinar “Preparing for the IA ACT: first business compliances for the tourism sector” in collaboration with EBIT, the Bilateral Agency Tourism Industry. The event addressed digitalisation, compliance, upskilling and innovation within the tourism ecosystem and engaged both online and in-person participants from different EU countries.

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SIIV also supported stakeholder consultation and ecosystem-building through continuous dissemination and networking with tourism associations, sector representatives and public stakeholders. At local level, SIIV monitored and aligned with the development of the Veneto Regional Tourism Strategic Plan 2025–2027, contributing to discussions from the perspective of regional industrial companies. Project results were also shared and discussed with EBIT, ensuring that a relevant tourism sector body contributed to the dialogue and dissemination of project outcomes.

In relation to learner and staff engagement, SIIV implemented a broad dissemination and awareness-raising campaign promoting tourism education opportunities, international mobility experiences and innovative skills development pathways. Through online dissemination and targeted proposals to stakeholders within educational networks and partner organisations, tourism teachers and learners were informed about TourX activities, mobility opportunities, training initiatives and tourism sector innovation topics. SIIV reported that students and professors from Italy participated in international mobility opportunities connected to the project, contributing to cross-cultural learning, professional development and engagement with the European tourism ecosystem.

SIIV also contributed to wider community outreach through regular online awareness-raising and dissemination campaigns via LinkedIn and its website. The content disseminated covered tourism innovation, sustainability, upskilling and reskilling opportunities, mobility activities, Hospitality Labs, competence-based curricula and final project results. These activities helped strengthen public awareness of innovation and skills development in tourism and supported cooperation between education providers, tourism enterprises and regional stakeholders.

Overall, the Italian partners contributed to TourX through a combination of practical VET engagement, regional stakeholder mobilisation, SME outreach, digital dissemination, tool development, policy dialogue and participation in events. ENAIP Veneto strengthened the connection between VET providers, learners, trainers, local communities and tourism enterprises; Veneto Region supported the project's visibility within regional tourism governance and stakeholder dialogue; Skills Together contributed to the accessibility and legacy of TourX tools and methodologies; and SIIV expanded the project's reach among businesses, tourism stakeholders and professional networks. Together, these activities supported the visibility of TourX in Italy and reinforced cooperation between education, tourism, public authorities, social partners and industry actors.

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Germany

In Germany, the activities carried out under WP6 focused on stakeholder engagement, regional networking, dissemination of TourX results, cooperation between VET and the tourism sector, and the strengthening of vocational excellence in tourism and hospitality. The German contribution was closely connected to the Brandenburg tourism and VET ecosystem, involving VET providers, tourism enterprises, hospitality businesses, regional authorities, tourism associations, labour market actors and international project partners.

AVT Ausbildungsverbund Teltow e.V. contributed to the German WP6 activities as a VET provider and German Knowledge Triangle partner, with a strong focus on vocational education, regional cooperation and stakeholder exchange. Its activities supported the engagement of VET providers through meetings, dissemination actions, networking activities and presentations linked to TourX implementation. AVT's work helped promote cooperation between tourism-oriented VET institutions, enterprises and regional stakeholders, while strengthening the visibility of vocational excellence approaches in the tourism education sector.

AVT also contributed to the engagement of local tourism enterprises and SMEs through dissemination and networking activities involving hospitality stakeholders, labour market actors and regional cooperation partners. Within the German Knowledge Triangle, AVT supported exchanges with organisations such as regional hotels, tourism enterprises and labour market actors, including Kongresshotel Potsdam, Paulinenhof Bad Belzig, Grimms Hotel Berlin-Potsdam, ELMA Fachkräftemanagement GmbH and Österellis. These exchanges focused on regional cooperation, tourism-related competences, vocational training structures and the role of vocational excellence in supporting sustainable tourism development.

In relation to stakeholder and ecosystem engagement, AVT participated in meetings and consultations involving tourism associations, VET stakeholders, enterprises, public authorities and regional cooperation partners. These activities contributed to the development of the German regional tourism ecosystem by encouraging dialogue on governance structures, stakeholder engagement, sustainability of cooperation and dissemination of innovative approaches connected to tourism-oriented VET. The transnational project meeting held in Potsdam in May 2025 also played an important role in this context, as it included dedicated discussions on dissemination, stakeholder engagement, sustainability, regional implementation and outreach activities.

AVT's contribution also supported awareness raising among VET leaders, trainers and project stakeholders. The Potsdam transnational meeting brought together project partners, VET providers, tourism sector representatives, regional authorities and European umbrella organisations from several countries. Through this activity, AVT helped strengthen the transnational cooperation network, disseminate project progress, support the exchange of practices and contribute to sustainability planning.

Landkreis Spree-Neiße (LK SPN) contributed to the German WP6 activities through regional tourism stakeholder engagement linked to the follow-up initiative "Next Stop Tourism", which was developed from the TourX experience. Its activities focused on connecting local authorities,

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tourism representatives, educational institutions and regional stakeholders around the challenge of attracting young people to tourism careers.

One of LK SPN's reported activities was the Tourism Working Group meeting held on 9 December 2025, which involved tourism representatives from local authorities within the Spree-Neiße district. During the meeting, the "Next Stop Tourism" initiative was presented as a follow-up project inspired by TourX. The initiative aims to support the regional tourism industry by motivating and qualifying young people for careers in tourism through practical insights, internships and training opportunities. The meeting allowed participants to discuss regional workforce challenges and explore cooperation between municipalities, tourism stakeholders and educational institutions.

LK SPN also contributed to stakeholder engagement through a meeting with the Tourism Board in the Spreewald region on 4 December 2025, involving representatives of tourism businesses and members of the Burg Tourism Association. During this meeting, "Next Stop Tourism" was presented and discussed as a project developed within the TourX context. The discussion focused on the planned online platform for internships, apprenticeships and holiday jobs in the tourism sector, as well as the involvement of local businesses in the pilot project. This activity helped raise awareness of workforce challenges in tourism, supported stakeholder networking and contributed to the development of a regional TourX-related ecosystem.

DEHOGA Brandenburg contributed to the German TourX activities through a broad internationalisation and vocational excellence strategy for the hospitality sector. Its work connected TourX with wider Erasmus+ initiatives, regional hospitality businesses, quality development, mobility projects, digital learning, workforce development and the long-term strengthening of vocational education in Brandenburg.

DEHOGA Brandenburg's contribution was particularly relevant in positioning TourX as part of a wider ecosystem for the internationalisation of vocational education in hospitality. The organisation used TourX as a strategic framework to develop and connect several related initiatives, including digital learning through the HOGA like platform, mobility projects such as HOGAVET and HOGAnet4VET, the e-tourism project on digital skills for SMEs, prompts2teach on AI-supported course development, synergies4VET, and the NextGen Hospitality Trophy. These initiatives were presented as complementary developments that emerged from, were inspired by, or were strengthened through the cooperation established within TourX.

Through TourX, DEHOGA Brandenburg contributed to the development of new curricula and course offers for work-accompanying training and continuing education in the hospitality sector. These learning opportunities were made available through the HOGA like online learning platform and linked to the needs of entrepreneurs, skilled workers and young professionals in Brandenburg. The work supported digital self-study, continuing education and the further development of training offers for the regional hospitality sector.

DEHOGA Brandenburg also used the TourX Governance Box as a framework for structuring cooperation between regional Knowledge Triangle actors, project partners, businesses, vocational education institutions and public stakeholders. This supported cooperation across

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different levels, including project management, regional stakeholder engagement, training, mobilities and piloting. The Governance Box helped guide the development of cooperation structures and contributed to the sustainability and transferability of TourX results.

A significant element of DEHOGA Brandenburg's contribution was its work on mobility and international cooperation. The HOGAVET and HOGAnet4VET mobility projects built on relationships developed through TourX and supported cooperation with partners in Greece, Italy, Spain, Portugal, China and other countries. Study visits and workshops created opportunities for education managers, entrepreneurs, trainers and hospitality professionals to exchange practices, explore internship cooperation and deepen bilateral partnerships.

DEHOGA Brandenburg also promoted TourX through events, competitions and stakeholder activities connected to vocational excellence. The Brandenburg Youth Championships, the NextGen Hospitality Trophy, Erasmus Days, Forum of Vocational Excellence participation, workshops on the internationalisation of vocational education and study visits to Brandenburg all contributed to the dissemination of TourX ideas and results. These activities helped connect the project with hospitality businesses, apprentices, trainers, HR managers and education stakeholders, while supporting the visibility of TourX in the wider European VET and hospitality ecosystem.

In addition, DEHOGA Brandenburg linked TourX to quality development and data-informed approaches within the hospitality sector. Activities such as the "Brandenburger Gastlichkeit" quality campaign, online surveys and data collection efforts were connected to the project's wider interest in skills needs, quality assurance and the development of evidence-based approaches to vocational excellence in tourism.

Overall, the German partners contributed to TourX through a combination of VET engagement, regional stakeholder networking, tourism workforce development, dissemination of project results, mobility cooperation, digital learning and practical tools for vocational excellence. AVT strengthened the connection between VET providers, tourism enterprises and regional cooperation structures; LK SPN supported regional tourism engagement and follow-up activities aimed at attracting young people to tourism careers; and DEHOGA Brandenburg expanded the project's impact through internationalisation, hospitality-sector cooperation, digital learning, mobility and vocational excellence initiatives. Together, these activities supported the visibility of TourX in Germany and reinforced cooperation between education, tourism enterprises, public authorities, regional stakeholders and European partners.

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Belgium

In Belgium, the activities carried out under WP6 reflected the European and transnational dimension of TourX, with a strong focus on policy engagement, stakeholder mobilisation, dissemination through European networks, cooperation with umbrella organisations and the wider exploitation of project results. The Belgian contribution was mainly connected to the work of EVTA, EVBB and CEA-PME, whose roles as European associations allowed TourX to reach VET providers, SMEs, tourism stakeholders, policymakers, public authorities, European platforms and institutional actors beyond the regional Knowledge Triangles.

EVTA contributed to the Belgian and European dissemination of TourX through policy dialogue, stakeholder engagement, workshops, roundtables and the promotion of project results among European VET and skills networks. Its role was particularly important in positioning TourX within wider discussions on Centres of Vocational Excellence, skills ecosystems, labour market cooperation and the transferability of project results across Europe.

As part of its policy engagement activities, EVTA organised and participated in meetings with policymakers and institutional representatives, including a meeting with Czech Republic policymakers, a meeting with South African policymakers and the Brussels Region, and two meetings with representatives of the European Alliance for Apprenticeships, which together gathered 62 participants. These exchanges contributed to raising awareness of TourX among policy and institutional stakeholders and supported discussion on the relevance of vocational excellence, skills development and tourism-related VET cooperation at European and international level.

EVTA also organised dedicated TourX workshops to present the project, its objectives and its contribution to vocational excellence. In May 2025, EVTA organised an online workshop with 40 participants focused on the TourX project, its current developments, expected outcomes, stakeholder engagement and regional perspectives on skills and labour policies. The agenda included contributions from EVTA and Veneto Region and created space for discussion with participants on collaboration opportunities within the TourX framework. In October 2025, EVTA organised a second workshop in Brussels with 23 participants, focused on strengthening Centres of Vocational Excellence through collaboration and innovation. This activity addressed the role of CoVEs in strengthening vocational excellence, cross-sectoral collaboration, stakeholder engagement, regional partnerships and synergies between education, training and labour market actors.

EVTA also contributed to the European roundtable organised at the European Economic and Social Committee in Brussels, focusing their contribution on digitalisation in tourism and the upskilling and reskilling of SMEs. During the event, EVTA took part in the panel discussion on regional governance approaches for the development of digital skills in the tourism industry, alongside representatives from DG GROW, Katapult, Sviluppumbria and CEA-PME. EVTA's contribution focused on innovative training solutions and the digital competencies tourism professionals need to address the challenges of the digital transition.

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EVBB contributed to the Belgian and European dissemination of TourX through its role as WP6 leader, umbrella organisation and European VET network. Its activities focused on strengthening the project's visibility among VET organisations, policy stakeholders, CoVE networks and tourism-related actors, while also promoting the spillover of TourX results through workshops, policy meetings and European-level exchanges.

EVBB organised a workshop with VET4EU2 in June 2023 at its premises in Brussels, with 8 participants. The workshop presented the TourX state of play, collected views and comments on skills-related tourism challenges, and discussed the Pact for Skills for Tourism and the opportunities it offers. This activity helped connect TourX with the VET4EU2 platform and supported dialogue with European VET umbrella organisations.

In May 2024, EVBB organised a second workshop with Egina SRL and experts, involving 13 participants. The agenda included an introduction by EVBB, a presentation on creating a transnational ecosystem for excellence in tourism through TourX, a contribution from Egina SRL on sustainable tourism and training in the Umbria region, and a discussion on the role of vocational excellence in tourism operations with inputs from other associations, including EAEA, EFEE and EVTA. This workshop supported the dissemination of the TourX approach to vocational excellence and helped stimulate discussion on how CoVE methodologies can support tourism education and operations.

EVBB also contributed to policy-level dissemination through meetings and exchanges with European Commission services and Large-Scale Partnership stakeholders. These included meetings with DG GROW and DG EMPL in relation to the Large-Scale Partnership, participation in a face-to-face LSP coordinators meeting, the attendance of DG GROW at a TourX transnational project meeting, and a meeting with DG GROW for the review of the Large-Scale Partnership. Through these activities, EVBB helped connect TourX with EU-level skills policy, tourism policy dialogue and the broader ecosystem of vocational excellence initiatives.

EVBB also contributed to the European visibility of TourX through its continued involvement in the Civil Society Weeks from 2024 to 2026, where the project was connected to wider European discussions on skills, vocational education, tourism, sustainability and stakeholder cooperation. These participations helped maintain TourX visibility among civil society organisations, European networks and institutional stakeholders, reinforcing the project's relevance beyond the consortium and supporting its dissemination within broader EU-level dialogue spaces.

In addition, EVBB supported the exchange of practices with other Centres of Vocational Excellence by organising dedicated workshops with CoVE initiatives from different sectors and regions. These included a workshop with T-Shore in May 2024, a workshop with Campus des Métiers et Qualifications PATMAT in September 2024, and a workshop with Agrifood4Future in September 2025. Through these exchanges, EVBB helped position TourX within the wider European CoVE community, supporting peer learning, inter-project cooperation and the transfer of approaches related to vocational excellence, stakeholder engagement and skills ecosystem development.

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EVBB further contributed to the Brussels roundtable on “The Impact of Digitalization on Tourism: Empowering SMEs through Tourism Upskilling & Reskilling”. The event took place at the European Economic and Social Committee and focused on the digital transformation of the tourism sector, the need for upskilling and reskilling, and the role of education and collaboration among stakeholders. EVBB presented TourX during the opening part of the event and coordinated a thematic roundtable discussion on the Transnational Platform for Vocational Excellence in Tourism. The discussion highlighted the importance of involving regional authorities, strengthening public-private partnerships, tailoring solutions to SMEs and using TourX as a methodology to bridge regional Knowledge Triangles with a wider transnational platform of excellence for tourism.

CEA-PME contributed to the Belgian and European TourX activities by engaging SME and business networks, supporting the dissemination of project results and leading work connected to the Funding Solutions Box. As a European SME organisation, its contribution was particularly relevant for reaching business associations, affiliated SMEs and tourism enterprises across Europe.

CEA-PME organised one roundtable with external stakeholders. The event brought together SMEs to present the TourX approach to upskilling and reskilling in the tourism sector and to discuss how the TourX Hospitality Labs Toolbox could be integrated into their practices. CEA-PME also co-organised two workshops targeting VET representatives at regional, national and European level, presenting the outputs of the TourX project. In addition, CEA-PME organised four meetings with policymakers at national and/or European level to introduce the innovative aspects of TourX and foster the uptake of project results in relevant policies and regulations related to VET and SME development in tourism.

CEA-PME also contributed to digital and institutional dissemination through its mailing lists and social media channels, reaching member associations, affiliated SMEs and tourism enterprises across Europe. The content disseminated included project updates, the MOOC launch, the Funding Solutions Box, event invitations and newsletters, all using the TourX visual identity and required EU visibility elements. CEA-PME led the development of the Funding Solutions Box and coordinated partner contributions to support CoVEs in identifying funding opportunities for the sustainability of their activities beyond the project lifetime.

The Belgian contribution also included the organisation of the TourX Final Conference, which represented a major visibility and exploitation milestone for the project. Organised in Belgium with the involvement of the European umbrella organisations, the final conference brought together participants both in person and online through Zoom, reaching the project target of 500 participants. The event provided an opportunity to present the main achievements of TourX, share project results, promote the transferability of the TourX platform and reinforce the European dimension of the project’s outcomes.

Overall, the Belgian partners contributed to TourX by strengthening its European visibility, policy relevance and transnational outreach. EVTA supported the project through policy dialogue, workshops, stakeholder engagement and the promotion of CoVE cooperation; EVBB reinforced the project’s European VET dimension through WP6 coordination, workshops, policy exchanges

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and links with EU-level skills initiatives and CoVEs engagement; and CEA-PME mobilised SME and business networks while supporting the dissemination and sustainability of project results through the Funding Solutions Box. Together, their activities helped position TourX as a European initiative for vocational excellence in tourism, connecting education, policy, business and sectoral stakeholders across national and institutional boundaries.



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Portugal

In Portugal, the activities carried out under WP6 were mainly implemented by the University of Aveiro and reflected the project's focus on research-based training, skills development, social inclusion, digital transformation and the connection between tourism education and future labour market needs. The Portuguese contribution combined academic expertise, learner engagement, in-person training, dissemination of TourX methodologies and outreach to both education and tourism stakeholders.

The University of Aveiro contributed to TourX by connecting the project with higher education, tourism research, students, vulnerable groups and wider Portuguese stakeholder audiences. Its activities were strongly linked to the use and promotion of the TourX Hospitality Labs, the discussion of current and future skills needs in tourism, and the application of innovation, entrepreneurship, data, marketing, strategy and artificial intelligence to tourism education and employability.

One of the most relevant contributions from the University of Aveiro was the implementation of TourX training activities at Aveiro Prison. These activities were particularly important because they extended the project's training opportunities to vulnerable groups, in line with TourX's objective of promoting inclusive access to tourism skills development. The training was delivered in the form of Hospitality Labs and took place over two full afternoons. It focused on topics such as research and data collection, marketing, strategy, innovation and entrepreneurship, organisational behaviour and leadership. Through this activity, TourX was used as a practical framework to improve the employability prospects of participants and to demonstrate how tourism training can reach groups that may otherwise have limited access to such opportunities.

The University of Aveiro continued this inclusive training approach through a further session at Aveiro Regional Prison focused on artificial intelligence and its application to tourism. This activity engaged 16 inmates and responded to participants' interest in understanding the role of AI in tourism and society more broadly. The session addressed the origins, applications and evolution of AI, existing AI platforms, the use of AI in academia and the labour market, and practical applications of AI in tourism. The training also included discussion of generative AI tools, the AI Fluency Framework and practical exercises. The presence of prison management and reintegration specialists, together with the active participation of trainees, reinforced the value of this activity as both a skills-development and social inclusion action.

Beyond the prison-based training activities, the University of Aveiro also contributed to TourX through engagement with students and education stakeholders. Activities included lectures, in-class presentations and practical exchanges with students, where TourX was used to discuss tourism skills, technology, artificial intelligence, motivation, strategy and future professional pathways. The dissemination log also records activities with tourism education contexts such as the Escola Profissional de Hospitalidade de Fátima, where TourX was presented in relation to the impact of the pandemic on tourism, the future role of technology and AI, and students' learning preferences. These actions helped connect TourX with learners and teachers and supported reflection on how tourism education can adapt to new digital and labour market realities.

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The University of Aveiro also supported the testing and discussion of TourX tools and learning resources within academic settings. Students were involved in activities linked to the TourX Hospitality Labs and MOOC platform, contributing to the practical validation and visibility of the project's educational outputs. These activities helped generate feedback from learners and supported the wider uptake of TourX resources in higher education and tourism-related training environments.

In addition, the University of Aveiro contributed to the dissemination of TourX through in-person participation in sectoral and academic events. This included attendance at BTL – Better Tourism Lisbon Travel Market, where the project was used as a framework to contact tourism companies and promote awareness of TourX among industry stakeholders. The University of Aveiro also presented TourX-related work in academic contexts, including the presentation of a TourX case history linked to tourism and hospitality excellence. These activities contributed to positioning TourX within both professional tourism spaces and academic discussions on innovation, education and skills.

The Portuguese contribution also had an international dimension. Through participation in TourX study visits, project meetings and exchanges with partners in countries such as Italy, Germany, China and Belgium, the University of Aveiro contributed to the transnational sharing of practices and the broader visibility of the project. These activities supported knowledge exchange on vocational excellence, tourism innovation, digitalisation and international cooperation, while reinforcing the role of the University of Aveiro as a research and higher education partner within the TourX ecosystem.

Overall, the University of Aveiro contributed to TourX in Portugal through a combination of inclusive training, academic engagement, student participation, tourism-sector outreach and research-based dissemination. Its activities helped demonstrate how TourX methodologies can be applied in diverse learning environments, from higher education classrooms to prison-based training, while also reinforcing the importance of digital skills, AI, innovation and employability in the future of tourism. Through these actions, Portugal's contribution supported the visibility of TourX and strengthened the project's link with education, social inclusion, tourism skills development and digital transformation.

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China

In China, the activities carried out under WP6 were implemented by EUPIC and focused on strengthening cooperation between Chinese vocational education providers, tourism stakeholders, industrial associations, public authorities and European partners. The Chinese contribution added an important international dimension to TourX, supporting the project's visibility beyond Europe and creating opportunities for exchange between Chinese and European tourism, VET and industry ecosystems.

EUPIC contributed to TourX by organising dissemination, networking and stakeholder engagement activities with VET providers, tourism education institutions, public authorities, industrial associations and learners. Its work was particularly relevant in connecting the TourX project with the Chinese vocational education context, promoting cooperation in tourism management and supporting dialogue on skills development, vocational training and international cooperation.

A key activity implemented by EUPIC was the seminar and exchange meeting held at the Sichuan Institute of Tourism in November 2025. The event aimed to strengthen engagement with local VET providers, promote the TourX project concept and build cooperation links between vocational tourism education and industry associations. Participants included teachers and faculty from Sichuan tourism education institutions, as well as representatives from DEHOGA Brandenburg, Sichuan Hotel Association and Sichuan Catering Association. The meeting focused on tourism vocational talent training, tourism skills improvement and the connection of project resources with local education and industry needs.

This activity contributed to both VET provider engagement and stakeholder networking by creating a space for dialogue between education providers, hospitality associations and tourism-sector actors. It helped expand the visibility of TourX within Chinese tourism vocational education and laid the basis for further cooperation in areas such as teacher training, student talent development and tourism skills enhancement.

EUPIC also supported VET engagement through the Chengdu Vocational Education Meeting, organised jointly with the Chengdu Municipal Education Bureau in February 2026. The meeting brought together representatives from Chengdu Agricultural Science and Technology Vocational College, Chengdu Industry and Trade Vocational College and Chengdu Industrial Vocational College. Discussions focused on international cooperation in vocational education in Chengdu and cooperation needs in tourism management. Through this activity, TourX was presented as a relevant framework for supporting further international cooperation between Chinese vocational colleges and European partners.

In relation to learner engagement, EUPIC organised a promotion session for TourX and the China-Europe Tourism and VET Centre at the Sichuan Institute of Tourism. The session targeted VET learners, students and trainers and presented TourX in connection with China-Europe cooperation in tourism education and vocational training. This activity helped raise awareness among students and trainers of the opportunities linked to the project and contributed to the dissemination of TourX among future tourism professionals.

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EUPIC also organised a further promotion session for TourX in China in March 2026, targeting VET students. This activity contributed to the wider dissemination of the project among learners and supported awareness raising around the role of international cooperation in tourism skills development and vocational education.

Beyond education-focused activities, EUPIC contributed to wider stakeholder and community outreach through two China-Europe Industrial Cooperation Center exchange meetings, held in April and May 2026. These meetings targeted stakeholders, industrial associations and public authorities. During the sessions, EUPIC introduced cooperation opportunities between TourX China and European countries, focusing on tourism, vocational education and other related sectors, while also highlighting the project's achievements.

These exchange meetings helped position TourX within broader China-Europe cooperation discussions and supported the dissemination of project results among institutional and industry stakeholders. By linking tourism, vocational education and industrial cooperation, the activities reinforced the project's international relevance and opened channels for future dialogue between Chinese and European actors.

Overall, EUPIC's contribution to TourX in China focused on international cooperation, VET provider engagement, learner outreach and stakeholder networking. Through seminars, promotion sessions and China-Europe exchange meetings, EUPIC helped connect the project with Chinese tourism education institutions, vocational colleges, public authorities, industrial associations and sector stakeholders. These activities strengthened the international visibility of TourX and demonstrated its potential to support tourism skills development, vocational excellence and cooperation between European and Chinese education and industry ecosystems.

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4.3 TourX Recognition and Project-Level Highlights

Beyond the activities implemented by individual partners and countries, TourX also achieved several forms of project-level recognition, institutional validation and international visibility during its implementation period, particularly in the final phase of the project. These highlights are consortium-wide in nature and reflect the collective impact of the project's approach to tourism VET excellence, regional cooperation, skills development and transnational knowledge exchange.

Through high-level European and international dissemination activities, policy discussions, academic publications, institutional showcases and strategic networking opportunities, TourX positioned itself within the wider vocational education and tourism skills ecosystem. These achievements helped demonstrate the relevance of the Centre of Vocational Excellence approach in addressing current and future skills challenges in the tourism sector, while also strengthening the visibility, transferability and sustainability of the project results.

The Future of Tourism: What Skills Does the Industry Really Need?

One of the key project-level dissemination activities was the publication “The Future of Tourism: What Skills Does the Industry Really Need?”, which presented an analysis of future skills requirements in the tourism sector. The publication highlighted emerging trends affecting tourism occupations and underlined the importance of digital literacy, sustainability-related skills, entrepreneurial thinking, adaptability and customer experience management. By connecting labour market intelligence with TourX solutions such as training programmes, Hospitality Labs and microcredential pathways, the article helped communicate the relevance of the project's results to wider tourism and VET audiences.

TourX as a Best-Practice Vocational Excellence Project in Tourism – ETF Visit

A major recognition milestone for the project was the visit of representatives from the European Training Foundation to Athens in April 2025, during which TourX was presented as a best-practice example of a Centre of Vocational Excellence initiative in tourism. The visit provided an opportunity to showcase the project's governance structure, stakeholder engagement mechanisms, regional Knowledge Triangles and innovative tools.

Following the ETF visit, TourX was formally showcased as a good-practice example in tourism vocational excellence. This recognition validated the project's contribution to regional development, skills development, innovation and cooperation between education, industry and public authorities. It also supported the wider dissemination of the project's results among VET stakeholders and European networks.

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ETF Flagship Report

TourX was also featured in the European Training Foundation's Flagship Report as an example of good practice in tourism-oriented vocational excellence. This publication positioned TourX within the wider European and international debate on Centres of Vocational Excellence and skills-led tourism development. Its inclusion in the report represented an important form of institutional recognition and contributed to the project's visibility across ETF's international network.

TourX at the ETF Winter Camp: Shaping the Future of Vocational Excellence

TourX was represented at the ETF Winter Camp, an event dedicated to the future of vocational excellence and skills ecosystems. Participation in this initiative allowed project representatives to exchange knowledge with experts, policy makers, practitioners and other Centres of Vocational Excellence. Discussions focused on ecosystem development, innovation, sustainability and stakeholder engagement, offering an important opportunity to present TourX achievements and reinforce links with European institutions and networks active in the VET field.

Building on this engagement, the project also contributed to wider reflections on how vocational education can shape more inclusive, innovative and sustainable futures. The dissemination activity linked to the Winter Camp on Vocational Excellence highlighted the role of VET in addressing economic, social and environmental challenges, while connecting these broader policy discussions with the experience of TourX. This helped demonstrate how the project contributes to the creation of future-oriented skills ecosystems capable of responding to rapidly changing labour market needs.

EU Tourism Platform Showcase

TourX was presented at the EU Tourism Platform in September 2024, an institutional forum bringing together key European stakeholders in tourism policy. This activity brought the project's results to the attention of policy makers, industry associations and European Commission representatives active in tourism. The showcase contributed to positioning TourX within European policy discussions on tourism competitiveness, skills development and sectoral innovation.

European Commission Analysis

TourX was referenced in an analysis published by the European Commission in January 2026, confirming the project's alignment with European policy priorities in tourism, vocational excellence and skills development. This reference reinforced the relevance of the project's approach and demonstrated how TourX contributed to wider EU-level discussions on the future of tourism skills and education-industry cooperation.

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Bridging Continents: EU–China Vocational Education Forum 2024 and Study Visit to Chengdu

At international level, one of the most significant highlights was TourX participation in the EU–China Vocational Education Forum 2024 and study visit to Chengdu. This activity brought together institutional representatives, education providers and policy makers from Europe and China to exchange experiences and explore cooperation opportunities. Discussions addressed vocational education governance, innovation ecosystems, skills intelligence, industry engagement and international collaboration. TourX participation enhanced the project’s global visibility and demonstrated the potential transferability of its methodologies beyond the European context.

ICTR 2026 Certificate of Merit

The TourX case history submitted by the University of Aveiro and co-authors received a Certificate of Merit at the International Conference on Tourism Research, held at Lusófona University in Lisbon in April 2026. The case was also published in the Teaching Tourism and Hospitality Excellence Awards 2026 anthology. This recognition contributed to the academic dissemination of TourX results and helped position the project within research discussions on tourism and hospitality excellence.

Springer Publication on Tourism, Technology and Systems

TourX also achieved academic visibility through a research chapter co-authored by project partners, including Theodor Grassos, published in the Springer volume “Advances in Tourism, Technology and Systems”. The chapter examined the relationship between artificial intelligence, robotics and human interaction in tourism, contributing to the wider academic dissemination of TourX-related knowledge and reinforcing the project’s relevance to discussions on technology, innovation and the future of tourism.

Overall, these project-level highlights demonstrate the increasing recognition of TourX at European and international level. Through engagement with organisations and initiatives such as the European Training Foundation, the EU Tourism Platform, European Commission analysis, international vocational excellence networks, EU–China cooperation spaces and academic dissemination channels, the project strengthened its visibility, promoted its results and contributed to the sustainability of its legacy beyond the project lifetime.

More importantly, these activities positioned TourX as a recognised reference initiative for vocational excellence in tourism, showing how collaborative skills ecosystems can contribute to workforce development, innovation, sustainability and regional competitiveness. By actively participating in policy discussions, international forums, institutional showcases and academic dissemination actions, the consortium ensured that the impact of TourX extends beyond its

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immediate outputs and continues to support the future evolution of vocational education and training in the tourism sector.

5. Stakeholders and Ambassadors' Engagement

Stakeholder and ambassador engagement contributed significantly to the project's wider dissemination, exploitation and sustainability strategy. Throughout the project, partners worked to involve organisations and individuals able to support the visibility, uptake and long-term transferability of project results across tourism, vocational education and training, business, public administration and wider skills ecosystems.

The stakeholder and ambassador databases show that TourX engagement went beyond the direct project consortium, reaching a wide range of external actors at local, regional, national, European and international level. These included VET providers, universities, tourism enterprises, hospitality organisations, chambers, SME associations, public authorities, business networks, regional development actors, social partners and other relevant organisations connected to tourism skills development.

The stakeholder engagement activities supported several project objectives: raising awareness of TourX results, promoting the Hospitality Labs and learning tools, encouraging cooperation between VET and industry, identifying opportunities for future collaboration, and strengthening the project's sustainability beyond its formal implementation period.

The relevant links connected to stakeholder and ambassador engagement, including the Stakeholder Database, Ambassadors Database and TourX Ambassadors Club, are included in the final section of this report together with the other key project links and tools.

5.1 Stakeholder Database Overview

The TourX stakeholder database includes 862 stakeholder entries. The database reflects the wide geographical and sectoral reach of the project, with stakeholders identified and engaged by different partners across the main project countries and through wider European and international networks.

In addition, the stakeholder engagement process also resulted in the signature of 40 Memoranda of Understanding (MoUs) with relevant stakeholders. These agreements further demonstrate the commitment generated beyond the consortium and provide a concrete basis for continued cooperation, exploitation of TourX results and future collaboration within the tourism VET ecosystem.

The strongest representation in the stakeholder database came from the core TourX countries, particularly Italy, Greece, Belgium, Germany, Portugal, China and Spain. Additional stakeholders were also recorded from France, the Netherlands, Georgia, Ireland, Slovenia, Romania, Austria,

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Serbia, Slovakia, Poland and other countries. This confirms the role of TourX as both a regional and transnational initiative, able to connect local tourism and VET ecosystems with wider European and international cooperation spaces.

The stakeholder profile also shows that the project engaged a balanced range of actors across the tourism skills ecosystem. The largest group was composed of education, VET and research stakeholders, followed by tourism and hospitality stakeholders. This reflects the core objective of TourX: strengthening cooperation between training providers and the tourism sector. The database also includes business and SME organisations, public authorities, policy actors, networks, associations and civil society organisations.

Stakeholder profile category	Number of stakeholder entries
Education, VET and research	287
Tourism and hospitality sector	245
Businesses, SMEs and industry associations	57
Public authorities and policy bodies	40
Networks, associations and civil society	29
Other / not specified	209
TOTAL	867

The stakeholder distribution confirms that TourX reached the main groups required for a Centre of Vocational Excellence in tourism: education and training actors, tourism and hospitality businesses, SME and sectoral representatives, public authorities and wider networks. The presence of these different groups helped reinforce the Knowledge Triangle approach promoted by the project, supporting cooperation between education, industry and public-sector actors.

Stakeholder Profile by Country

The stakeholder database also demonstrates the geographical breadth of TourX engagement. The largest number of stakeholder entries was recorded in Italy, followed by Greece, Belgium, Germany, China and Spain. This reflects the strong mobilisation of partners in the project's main implementation countries, as well as the European-level dissemination role played by the Belgian-based umbrella organisations and the international outreach connected to China.

Stakeholder profile category	Number of stakeholder entries
Italy	331
Greece	137
Belgium	131

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Germany	77
China	64
Spain	58
France	9
Portugal	8
Netherlands	5
Georgia	4
Other countries	30
Not specified	13
TOTAL	867

This country distribution shows that TourX successfully combined local and national stakeholder engagement with broader European and international outreach. The presence of stakeholders from countries beyond the main project partnership also demonstrates the project's potential for transferability and future exploitation.

Stakeholder Level of Operation

Where the level of operation was completed in the database, stakeholders were classified across local, regional, national and European/international levels. This confirms that TourX engagement was not limited to one governance level, but instead covered a multi-level ecosystem.

Level of operation	Number of stakeholders entries
Local	117
Regional	115
National	97
European / International	69
Other / not specified	469
TOTAL	867

This multi-level distribution is relevant for the project's sustainability. Local and regional stakeholders were essential for practical implementation, piloting and ecosystem-building, while national and European/international stakeholders supported wider dissemination, policy alignment, transferability and recognition of TourX results.

Stakeholder Interest and Influence

The database also included fields on stakeholder interest and influence, although these were not completed for all entries. Among the records where this information was available, the majority of stakeholders were classified as having high interest in the project, and a significant share were also identified as having high influence.

This suggests that partners prioritised engagement with stakeholders who could contribute meaningfully to TourX visibility, uptake and sustainability. High-interest stakeholders were particularly important for participation in activities, workshops, dissemination actions and piloting, while high-influence stakeholders were relevant for policy dialogue, institutional support, sectoral dissemination and long-term exploitation of project results.

Profile Indicator	High	Medium	Low
Interest	118	22	2
Influence	88	30	16

As not all stakeholder records included interest and influence data, these figures should be read as a qualitative indication of the stakeholder profile rather than a complete quantitative assessment of the whole database.

5.2 Ambassadors' Engagement

In addition to the broader stakeholder database, TourX developed an ambassadors' database to support the project's dissemination, visibility and sustainability. The Ambassadors Database provided the basis for identifying a wider group of organisations and individuals able to support the dissemination and sustainability of TourX. From this wider mapping, the TourX Ambassadors Club was created as a dedicated engagement space for ambassadors who chose to become more actively involved in the project community. The Club therefore complemented the broader database by offering a more focused channel for communication, knowledge exchange and continued promotion of TourX results beyond the consortium. The relevant link to the TourX Ambassadors Club is included in the final section of this report, together with the other key project links and tools.

The Ambassadors' database includes 76 ambassador records. Ambassadors were identified across the main project countries and beyond, including Italy, Greece, Germany, Portugal, Spain, Belgium and China, as well as additional international contacts.

The Ambassadors' Club helped reinforce the project's dissemination beyond the consortium by involving organisations and individuals with strong links to education, tourism, business, public authorities and international networks. These ambassadors contributed to promoting TourX concepts, sharing project outputs, supporting networking and strengthening the project's legacy.

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Ambassadors Profile

The ambassador profile shows a strong concentration of actors from education, VET and research, followed by representatives from the tourism and hospitality sector and business or industry organisations. This profile is consistent with the project's objective of building a sustainable ecosystem around vocational excellence in tourism.

Ambassador profile category	Number of ambassador records
Education, VET and research	40
Tourism and hospitality sector	16
Business, SMEs and industry associations	14
Public authorities and policy bodies	3
Networks, associations and civic society	2
Other / not specified	1
TOTAL	76

The composition of the Ambassadors' Club confirms the project's focus on connecting learning providers with tourism-sector stakeholders and organisations able to support dissemination, uptake and sustainability. The inclusion of public authorities, associations and international actors also helped extend the project's potential influence beyond direct training and piloting activities.

Ambassadors by Country and Level of Operation

The Ambassadors' database shows that most ambassador records were connected to Italy, Greece, Germany, Portugal, Spain, Belgium and China. This reflects the active mobilisation of the project's main implementation ecosystems, while also showing the international dimension of the ambassador network.

Country	Number of ambassador records
Italy	19
Greece	14
Germany	11
Portugal	9
Spain	8
Belgium	6
China	5
Namibia	1
Serbia	1

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Malta	1
Not specified	1
TOTAL	76

It should be noted that the number of ambassador records listed under Belgium only reflects the ambassadors directly recorded as Belgium-based in the database. This figure does not fully represent the wider outreach capacity of the Belgium-based European associations involved in TourX, whose networks include members, partners and stakeholders across multiple countries. Therefore, while the number of Belgium-based ambassador records appears lower than in some other countries, the actual contribution of these organisations to the Ambassadors' Club and to project dissemination should be understood through their broader European and international scope.

Where the level of operation was completed, ambassadors were mostly active at European/international, national and regional levels. This confirms their relevance not only for local dissemination, but also for broader transferability, networking and exploitation of TourX results.

Level of operation	Number of ambassador records
European / International	24
National	23
Regional	17
Local	6
Other / not specified	6
TOTAL	76

The Ambassadors' Club therefore played an important role in bridging project-level outputs with wider external networks. By involving ambassadors from different countries, sectors and governance levels, TourX strengthened its potential to continue generating impact beyond the project lifetime.

6. Conclusion

D6.3 provides the final consolidated overview of the communication, dissemination, visibility, stakeholder engagement, outreach and exploitation activities implemented under WP6 during the TourX project. Across the reporting period, the consortium used a combination of digital communication, partner-led dissemination, stakeholder networking, country-level outreach, institutional engagement and project-level recognition activities to promote the project's results and strengthen the visibility of vocational excellence in tourism.

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The evidence presented in the report shows that TourX reached audiences across the main project countries and beyond, engaging VET providers, tourism enterprises, SMEs, public authorities, higher education institutions, learners, trainers, policy actors, European networks and local communities. The combination of project-level channels and partner organisational channels allowed the consortium to reach both specialised professional audiences and wider public groups, supporting awareness raising and the uptake of project outputs at different levels.

A major achievement of WP6 was the way dissemination activities were connected to the project's wider objectives. Communication actions did not only promote the existence of TourX; they also supported the visibility of the Hospitality Labs, MOOC platform, microcredentials, WatchTower, Funding Solutions Box, stakeholder databases, Ambassadors Club and other project results. In this sense, WP6 contributed directly to the transferability and sustainability of TourX outputs by ensuring that they were shared with relevant actors and embedded in broader education, tourism and policy discussions.

The partner country highlights demonstrate the diversity of the activities implemented across the consortium. In the regional Knowledge Triangles, partners mobilised education providers, tourism stakeholders, SMEs, public bodies, learners and local communities through workshops, meetings, piloting activities, study visits, awareness-raising actions and institutional exchanges. At the same time, European umbrella organisations and international partners helped extend the project's reach through policy dialogue, CoVE networking, stakeholder platforms and wider dissemination to European and international audiences.

Stakeholder and ambassador engagement also provided an important legacy for the project. The stakeholder database and Ambassadors Club helped structure the project's external ecosystem and created a basis for continued cooperation beyond the project lifetime. By involving organisations and individuals from different sectors, countries and governance levels, TourX strengthened its capacity to maintain visibility, support exploitation and encourage the further transfer of its results.

Overall, WP6 contributed to positioning TourX as a recognised initiative for vocational excellence in tourism. The communication, dissemination and exploitation activities documented in this report show that the project successfully promoted its results, supported cooperation between education and industry, contributed to discussions on future skills needs, and reinforced the relevance of VET as a driver of innovation, sustainability and competitiveness in tourism. The continued use of the project's online channels, tools and supporting resources will help sustain this impact after the formal end of the project.

7. Relevant Links and Supporting Resources

The table below consolidates the main links and supporting resources referenced throughout the report. Some internal tools or repositories may require access permissions from the relevant project partner or platform administrator.

Resource / channel	Purpose	Link
TourX website	Central project website	Open link
TourX Facebook page	Project Facebook channel	Open link
TourX LinkedIn page	Project LinkedIn channel	Open link
TourX Instagram profile	Project Instagram channel	Open link
TourX newsletter section	Official newsletters	Open link
TourX Stakeholder Database	Stakeholder mapping and monitoring	Open link
TourX Ambassadors Database	Ambassador records and monitoring	Open link
TourX Ambassadors Club	LinkedIn group for ambassadors	Open link
Previous Periodical Dissemination Reportings (Before Dissemination Log)	Partner activity records	Open link
Dissemination Log	Partner activity records	Open link
Evidence repository	Supporting evidence folder	Open link – Basecamp Open link – Google Drive
WP6 Folder	WP6 repository	Open link
TourX Project Results	Page showcasing the project's results	Open link

TourX

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