

Our journey towards a new Job Profile

The Sustainable and Hybrid Project Manager

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

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

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

The National Reports

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

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

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

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



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

National Reports **main outcomes:**

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

2nd Project Meeting in Opatija:

HyPro4ST successfully held its 2nd Project Meeting!

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

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

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

