

## Discover the new Job Profile of the Sustainable and Hybrid Project Manager

### Our response to the transformations of the tourism sector

The tourism sector is undergoing profound changes throughout Europe, as we are living in the Project, Digital, Creative, Entrepreneurial and Green Economy era. The application of a holistic approach to sustainable tourism development is now crucial.

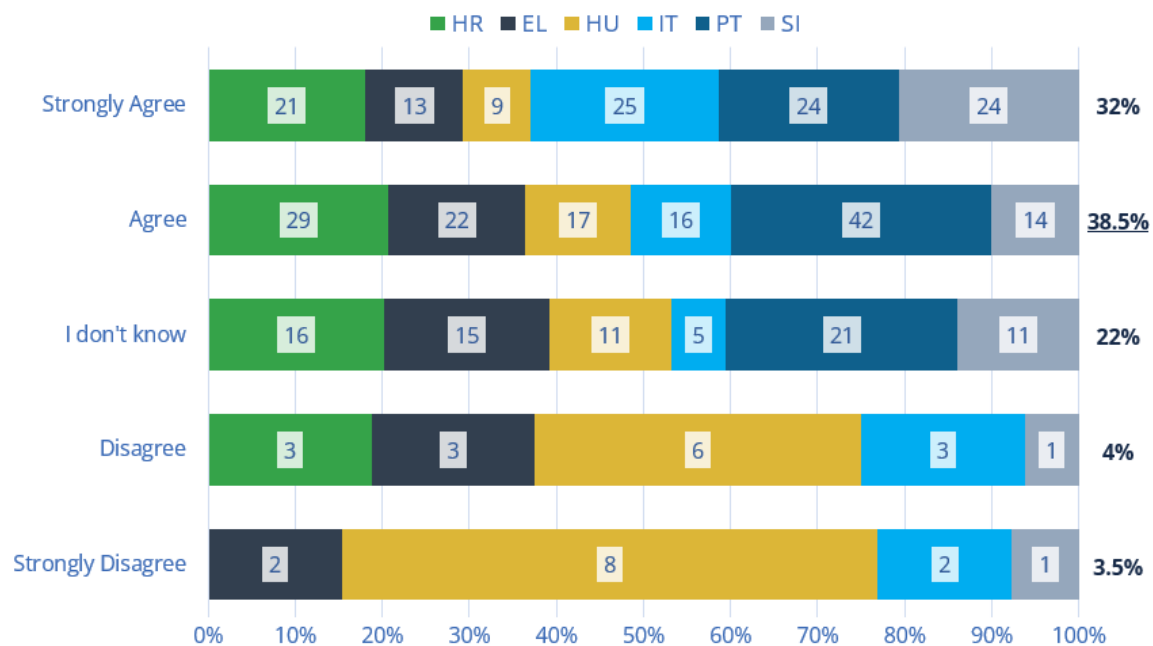
In line with these major changes, HyPro4ST project intends to up-skill tourism professionals and project managers to build a talent pipeline for the future growth of the tourism sector, while strengthening their competences in the fields of sustainability, digitalisation, creativity and entrepreneurship.

### The Labour Market Needs

Based on the initial [Labour Market Needs analysis](#), the new Job Profile of the Sustainable Hybrid Project Manager for the Tourism Sector was created, providing a general description of the related responsibilities, emphasising its daily tasks, as well as the soft and hard skills needed.

In order to match the current needs and trends of the labour market, the HyPro4ST consortium utilised many EU tools to develop the new job profile such as the Agenda 2030 Sustainable Development Goals, the EU Strategy for Sustainable Tourism, the New Skills Agenda for Europe 2030 etc. Moreover, two OECD publications and the European multilingual classification of Skills, Competences, and Occupations (ESCO) guided the design of the document.

The [new European Job Profile](#) provides a means to ensure the validity of the competences of certified professionals and students of the tourism sector, attending the HyPro4ST online training course, as “Sustainable Hybrid Project Managers”. The newly created training course will in turn contribute to inform the newly updated and upscaled EU’s Blueprint Strategy for the tourism sector.



Percentages of responses on whether the existence of a Sustainable and Hybrid Project Manager can be considered a competitive resource for tourism businesses and public bodies responsible for tourism policies.

## New Job Profile main features:

In order to identify the main features of the new Job Profile and to develop the training framework, the partners made use of the European Entrepreneurship Competence Framework (EntreComp), the Digital Competence Framework (DigComp) and European Sustainability Competence Framework (GreenComp).

Therefore, the new Sustainable and Hybrid Project Managers should:

- Encompass key skills in project and sustainability management;
- Put them in use for developing, managing and monitoring the development of sustainable tourism on a destination level, as well as on a tourism product level;
- Combine effectively different knowledge, skills and competences from the fields of general project management, environmental and social responsibility;
- Possess entrepreneurial, digital and social skills appropriate to the sustainable tourism environment;
- Apply this knowledge and skills to the complex dynamical surrounding of tourism sector, in the field of new sustainable tourism offers, but also in improving, managing and monitoring existing tourism products towards the goals of sustainability.

## Progress on the HyPro4ST Curriculum:

The new Job Profile is expected to support companies and education and training providers to better manage talent and address skills gaps in education and training programmes, thus promoting labour mobility across Europe.

In order to achieve this objective, a curriculum of equivalent quality should be developed to meet the required qualifications.

Towards this aim, the project partners have identified the thematic modules that will form the basis of the HyPro4ST Curriculum and the Training Course, which are:

1. Sustainability and the tourism sector
2. The Sustainable Hybrid Project Management for the Sustainable Tourism
3. Creativity and Entrepreneurship in Sustainable Tourism Sector
4. Digital Skills for the Sustainable Tourism Sector
5. The Resilient Sustainable Hybrid Project Manager
6. The Projectized Tourism Business



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**WP2 Labour Market Needs Analysis and Development of a New Job Profile Certification**




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