

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

### 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.

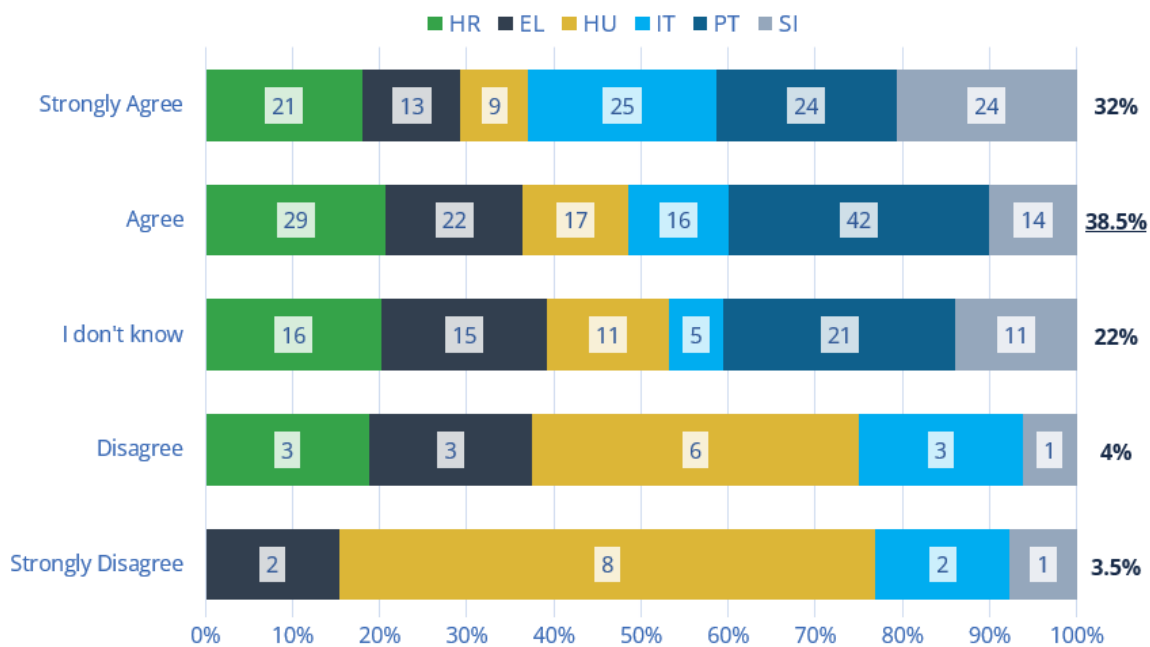
In line with these major changes, HyPro4ST project intends to up-skill tourism professionals and project managers to build a talent pipeline for the future growth of the tourism sector, while strengthening their competences in the fields of sustainability, digitalisation, creativity and entrepreneurship.

### 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



## The HyPro4ST journey continues...

### The HyPro4ST Course is here!

Get ready to dive into the exciting world of project management with the HyPro4ST Vocational Open Online Course (VOOC) titled "Sustainable Hybrid Project Management for the Tourism Sector"! This course is tailor-made for current and future project managers who want to make a big impact in the tourism industry across Europe.

Our goal is to provide you with the essential skills and knowledge to navigate the complexities of sustainable project management in the tourism sector. You will explore a dynamic blend of project management strategies, green practices, digital technologies, creativity, entrepreneurship, and resilience.

By the end of the course, you'll be well-equipped to lead the charge in transforming the tourism industry into a greener, more resilient sector.

### Becoming a Sustainable and Hybrid Project Manager sounds fun!

The course is divided into 6 individual courses:

- Sustainability and the tourism sector
- The Sustainable Hybrid Project Management for the Sustainable Tourism
- Creativity and Entrepreneurship in Sustainable Tourism Sector
- Digital Skills for the Sustainable Tourism Sector
- The Resilient Sustainable Hybrid Project Manager
- The Projectized Tourism Business

This course offers a rich and engaging learning experience designed to cater to everyone's needs. You will get the opportunity to expand your knowledge and sharpen your skills in a fun and easy way.

From handbooks and articles to interactive training exercises, additional learning resources, and engaging activities, you will explore the fascinating world of sustainable project management and its unique applications in the tourism sector.

[Join us](#) and transform your learning experience!

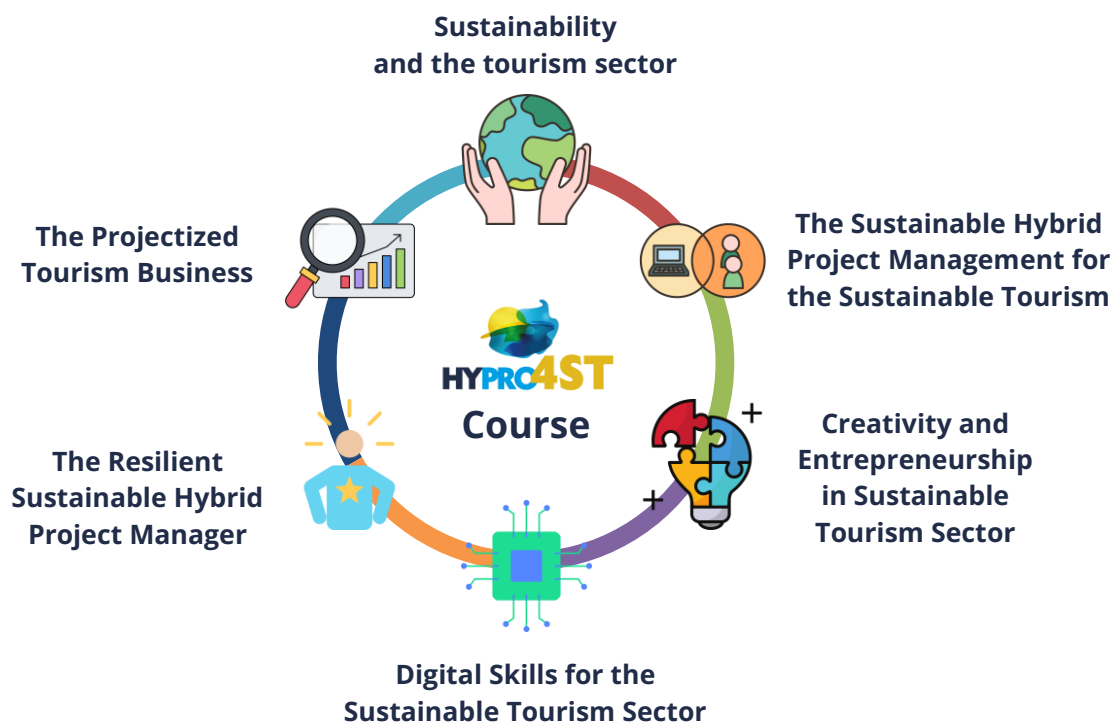


Figure 1. Modules of the HyPro4ST VOOC "Sustainable Hybrid Project Management for the Tourism Sector"

## HyPro4ST Practical Guide for Trainers:

The HyPro4ST Practical Guide is here to empower educators and trainers in higher and vocational education with everything they need to take their teaching skills to the next level!

This guide includes all the tools and knowledge you need to manage projects in the sustainable tourism sector with flair and efficiency. You will also get equipped to pass on this invaluable knowledge to your colleagues and students, making a real impact in the world of education.

Through this guide, a unique experience of blended-learning opportunities is awaiting you. Our guide will be your trusty companion through the 6 HyPro4ST Seminars, offering a dynamic mix of face-to-face interactions and self-directed learning. The HyPro4ST Practical Guide for Trainers is accessible through the [HyPro4ST Virtual Learning Hub](#).

Get ready to inspire, innovate, and lead the change in sustainable tourism education.

## Becoming a HyPro4ST Trainer:

Between September and October 2024, each country hosted training seminars that included 48 hours of face-to-face sessions, divided into four separate 12-hour practical modules with group assignments, and an additional 20 hours of self-directed learning.

The delivery format varied by country: in Hungary, the training took place in a traditional classroom setting; in Greece, Italy, Slovenia, and Croatia, it was conducted online with synchronous virtual sessions; while in Portugal, a blended approach combining both face-to-face and virtual sessions was implemented.

In every instance, the training was designed to be comprehensive and engaging, integrating constructivist principles with project-based, practice-oriented, active, and collaborative learning methodologies



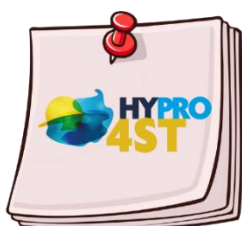


### 3<sup>rd</sup> Project Meeting in Ljubljana:

The 3<sup>rd</sup> Project Meeting of HyPro4ST took place in Ljubljana on 11-12 June 2024.

Representatives of each consortium partner gathered in the beautiful capital of Slovenia to discuss the ongoing progress of the training platform.

They also discussed the details of the HyPro4ST Practical Guide and how to adapt the newly created HyPro4ST course learning material to fit the structure of the Virtual Learning Hub. The goal was to find the best way to bring innovative project management techniques combined with online tools to the tourism sector.







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## Throwback at 3<sup>rd</sup> Project Meeting: Ljubljana, Slovenia



Univerza v Ljubljani



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