

# **Presentation of the New Occupational Profiles Handbook**

**Dr. Lajos BÖRÖCZ**

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# One of PANTOUR's Objectives

2

One of the main goals is to prepare the **New Occupational Profiles Handbook.**

The purpose of the Handbook is to collect new occupational profiles based on the changing skills required by the sector in accordance with tourism trends.

## Why?

- The sector faces digital, social and green skill shortage as a result of the constantly changing environment
- There are unexpected, rapid changes in external conditions (covid, inflation, war in Ukraine), and the demographic changes are continuous

# New Occupational Profiles



The **Handbook** includes **11 new Emerging Occupational Profiles**, which are attractive for the new generation of tourism employees and help to meet the new needs. The Handbook is structured according to the following main sections:

1. **Description of the profile**
2. **List of Key Activities related to the profile**
3. **The Skills (digital, environmental, social) for each Key Activity**

# RESEARCH METHOD

4

## DESK RESEARCH

- In the Pantour partners' countries

## PRIMARY RESEARCH

Online surveys and expert interviews with key players in the sector

- Involving the NRSPs (National Regional Skills Partnerships established in each country)
- Contacted and getting feedback from the most relevant international partners

In the end, after multiple rounds of voting we agreed on 11 new job profiles out of hundreds of suggestions.



# 11 NEW JOB PROFILES

1. Sustainability Manager in Tourism
2. Data Analyst in Tourism
3. Inclusive Tourism Specialist / Accessible Tourism Manager
4. Digital Tourism Marketing Specialist / Social Media Expert / Content Creator
5. Food Waste Measurement Specialist / Waste Management Coordinator
6. Tourism Experience Designer / Emotions Designer
7. AI Tourism Expert
8. Cross-cultural Communication Specialist / Local Experience Curator
9. Sustainable Gastronomy Expert
10. Urban and Rural Tourism Specialist / Destination Reorganizer
11. **Tourism Crisis and Resilience Manager**



# Tourism Crisis and Resilience Manager

## KEY ACTIVITIES

**1. RESEARCH AND ANALYSE RISKS AND IMPACTS**

**2. Reduce/Mitigate the potential risks and impacts**

**3. Ready/Preparing for responding**

**4. Response/Manage the crisis/risks**

**5. Recover**

**6. Continuous Strategy Evaluation**

## SKILLS NEEDED FOR THE 1. ACTIVITY

**D1. Core digital literacy and use of office applications**

**D9. Digital skills for sustainability management**

**D10. Problem solving skills in a digital context**

**D13. Use of specific digital technologies and software applications**

**D14. Data analytics and data driven decision making**

**G1. Carbon Footprint and Energy Management**

**G2. Environmental Compliance and Management**

**G5. Comprehensive Resource Efficiency and Circular Management**

**G6. Sustainable Tourism and Supply Chain Integration**



# HOW TO USE THE HANDBOOK

7

1. The Handbook serves for the **employers**, who want to remain competitive also in the new changing tourism reality.
  - The **employer** can use the Handbook to facilitate HR activities: it helps in formulating job advertisements and expectations.
2. It will help also the decisions of the **employees**, who want to enter or remain in the sector.
  - The **employee** (current and new) can check which job requirements his/her skills are suitable for, and - if he/she wants to change to a new job - he/she can determine which skills he/she needs to develop.





# WE ARE HIRING!

## SUSTAINABILITY MANAGEMENT IN TOURISM

Are you a passionate about tourism with a  
soft spot for sustainability?

### What You'll Do:

- Develop, implement and manage corporate sustainability strategies
- Managing and maintaining sustainable systems
- Managing corporate social responsibility (CRS)
- Strategic thinking
- Policy advocacy

### What We're Looking For:

- Digital skills for sustainability management (D)
- Use of specific digital technologies and software applications (D)
- Data analytics and data driven decision making (D)
- Carbon Footprint and Energy Management (G)
- Environmental Compliance and Management (G)
- Environmental Strategy and Certification (G)
- Comprehensive Resource Efficiency and Circular (G)
- Environmental Policy, Land Use, and Climate (G)
- Critical Thinking Skills (S)
- Initiative and Commitment Skills (S)
- Sustainable Tourism and Supply Chain (G)
- Food Waste Management and Sustainability (G)
- Environmental Training, Communication, and Stakeholder (S) Engagement (G)
- Work-Life Balance Skills (S)
- Equality, Diversity and Inclusion Skills (S)
- Responsible Leadership Skills (S)
- Strategic Leadership Skills (S)
- Effective Communication Skills (S)
- Cultural Intelligence Skills (S)
- Change and Adaptability Skills (S)
- Customer-Oriented Skills (S)

**D: digital skills**

**G: green skills**

**S: social skills**

# How to combine the skills to be developed with proposed training programs?

Example:

**SUSTAINABILITY MANAGER IN TOURISM**  
*(Social skills with trainings )*





## Effective Communication Skills

- Written communication skills
- Oral communication skills
- Active listening skills



## Strategic Leadership Skills

- Crisis management
- Risk assessment and resilience in tourism
- Responsible leadership in the tourism industry



## Change and Adaptability Skills

- Willingness to change
- Crisis management
- Risk assessment and resilience in tourism



## Equality, Diversity and Inclusion Skills

- Age related accessibility for business
- Understanding disability
- Gender equality skills
- Inclusivity and cultural sensitivity



## Critical Thinking Skills

- Problem solving
- Creativity



## Responsible Leadership Skills

- Responsible leadership in the tourism industry



## Customer Oriented Skills

- Customer orientation



## Typical Career Pathway

- **Entry-Level (0–3 years):**
  - Sustainability Coordinator, Environmental Analyst, Green Team Member, or Conservation Project Coordinator.
- **Mid-Level (3–7 years):**
  - Sustainability Manager, Environmental Compliance Officer, or Sustainable Tourism Consultant.
- **Senior-Level (7+ years):**
  - Director of Sustainability, Head of Sustainability, or Chief Sustainability Officer (CSO).

# CONCLUSION

- **Results:**
  - The 11 new job profiles were agreed upon by the NRSPs in all countries. All NRSPs referred to the fact that these positions are definitely relevant and essential for the tourism-hospitality sector in the 21st century.
  - Since most of the tourist companies are micro (up to 10 employees) and even nano (1-3 employees), members pointed that it is not feasible to have a separate specialist like for example Data Analyst.
  - Some of the job profiles are more relevant for larger companies, e.g. Crisis manager, because it is too expensive for a small company to maintain such a job. For the majority of job profiles, it is unlikely that micro-enterprises would be able to employ full-time workers.
  - We suggest that some of the activities of the new job profiles should be integrated in already existing job positions.
- **We must emphasize that job profiles, their activities and associated skills must be managed flexibly.**
- **These job profiles require continuous change and self-training, in line with lifelong learning, and it is clear that skill development will be key for many jobs.**



**Thank you for your attention!**