



G4T

GREEN FOR TOURISM

Module 11: How to look and find a job in sustainable tourism sector



Co-funded by the Erasmus+ Programme of the European Union

SUMMARY

1. Professional profile presentation
2. Networking
3. Digital tools in job research
4. Integration into the sustainable tourism field

INTRODUCTION

In this module you will learn how to seek for job opportunities that are the most suitable for you and how to create an attractive profile for the recruiters

LESSON 1: PROFESSIONAL PROFILE PRESENTATION

- Personal abilities, strengths and weaknesses
- Soft skills
- Design
- Activity: Resume and motivation letter

PERSONAL ABILITIES, STRENGTHS AND WEAKNESSES

Organize and prioritize

Sort information

Less is more

**Highlight your strengths by linking them to
the tasks**

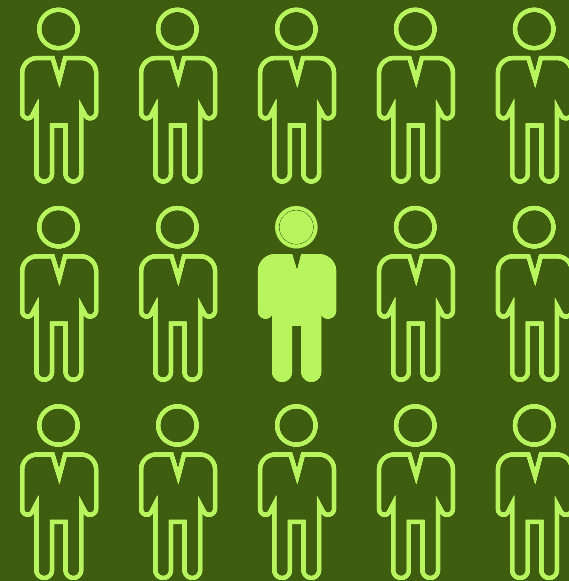


**Transform your flaws and weaknesses into
competencies**

SOFT SKILLS

**Don't underestimate soft skills' importance
in a presentation**

Enlight the parts of your personalities that will
bring an asset to the position you are applying
for and the company in general



This will make you **stand out of the crowd**

DESIGN



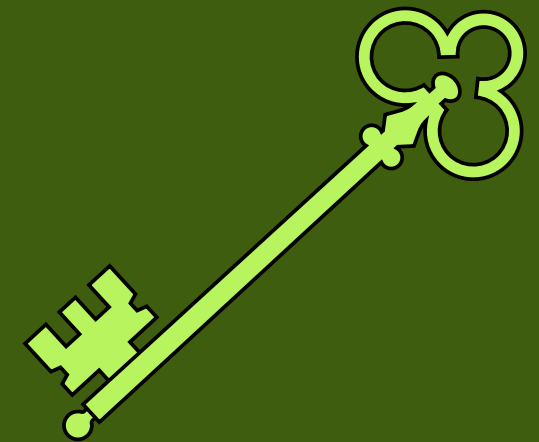
30
seconds



Clear,
simple and
precise



Important
information
stand out



Eye-catching
key words

To get attention, nothing is better than putting
colors, like **blue** or **red**.

Go to the **essentials**, don't put too much
information

Leave **space**, you want to create something that
is **easy and pleasing to read**

LESSON 2 : NETWORKING

- General definitions and tips
- Advantages in the working world
- Reaching new opportunities
- Ensure a reliable network

GENERAL DEFINITIONS AND TIPS

Networking is the process of making connections and building relationships that are connected by a common career, industry, or interest



List every
possibility of a
new contact



Always be
prepared



Exchange



Keep contact

ADVANTAGES IN THE WORKING WORLD



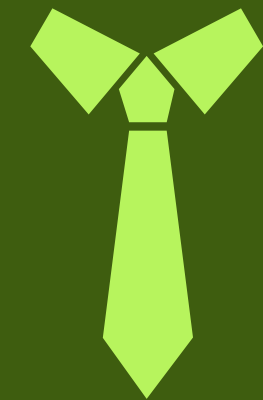
Jobs
opportunities



Sources of
inspiration



Career
advice and
support



Look more
serious

REACHING NEW OPPORTUNITIES

Keep in mind that **every social interaction** that you have, inside or outside the work world, can be **an opportunity for growing your professional network**



The most common situations to have networking opportunities would be :

Professional meetings

Lunch or dinner meetings

Social media(LinkedIn, Twitter, Facebook)

Contact directly people by phone or email

Meetings and conferences in your field

Afterwork events

Career fair

Associations

Community groups and events

Roundtable events

ENSURE A RELIABLE NETWORK

One of the key points of networking is to **maintain good contacts** with our network in order to maintain it and continue to benefit from the advantages it brings us

LESSON 3 : DIGITAL TOOLS IN JOB RESEARCH

- Job search websites
- The Keyword Strategy
- Company and employees' background
- Activity: Create an attractive profile on LinkedIn

JOB SEARCH WEBSITES

The **most practical tools** are job search sites.



If used properly, they are an **essential and highly effective resource** for finding the right professional opportunities.

In general, we find some main websites worldwide such as *Indeed, LinkedIn, Monster, FlexJobs,...*

To find a job, you can **search by region, by position, by company, by professional field or by various keywords**

THE KEYWORD STRATEGY

Keyword strategy is a technique used to conduct a **quick and accurate search**. It involves carrying out a search **using keywords** that describe the position and the field being searched for, in order to **obtain more relevant and appropriate results**.

To do this, you need to identify the **keywords** that you feel are most **relevant and precise to describing the field** and position you are researching.



Use **variants or synonyms** to obtain a wider range of results

COMPANY AND EMPLOYEES' BACKGROUND

To understand how to get to a job, and what steps (educational and professional) you can take, it's worth finding out about the career paths of the employees of the companies you're interested in.

COMPANY AND EMPLOYEES' BACKGROUND

This will provide you with more information about the profiles you are looking for, so that **you can better meet their expectations** (CV, covering letter, job interview).

The most useful tool for doing this research is
LinkedIn.



It can also help you **find out about other similar companies, or positions** that could suit you and other job opportunities.

LESSON 4 : INTEGRATION INTO THE SUSTAINABLE TOURISM FIELD

- A sustainable perspective
- Education and professional training
- Volunteering as an opening gate
- Final Project work

A SUSTAINABLE PERSPECTIVE

Turn your job into a sustainable one
with all the resources at your
disposable.

Every job can be sustainable



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Convince your colleagues or employers of the relevance of sustainable projects and their usefulness. You have to be able to sell these projects as a **beneficial innovation for all.**

EDUCATION AND PROFESSIONAL TRAINING

Academic, professional and online training courses are becoming increasingly available around the world.

As a result, it is becoming possible to train professionally for jobs that are sustainable

There you will be able to **find some trainings,
and courses to gain more experience and
knowledge in sustainable activities** if you will:

**LESSON 4 : INTEGRATION INTO THE SUSTAINABLE
TOURISM FIELD**

Online MAM in Sustainable Tourism Management - Sustainability Management School, Switzerland

MSc in Climate Adaptation Governance - University of Groningen, Netherlands

Master of Science in Tourism and Sustainability - Linnaeus University, Sweden

MSc Sustainable Tourism and Event Management - ESDES Lyon Business School, France

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Master's Degree in Management and Monitoring of Sustainable Tourism - University of Cagliari, Italy



**LESSON 4 : INTEGRATION INTO THE
SUSTAINABLE TOURISM FIELD**

Master of Science for development, sustainability and Tourism -
Autonomous University of Nayarit, Mexico

Master in Sustainable Tourism - University Of The Valley Of
Guatemala, Guatemala

Master's degree in Tourism and Sustainable Development - Benito
Juárez Autonomous University of Oaxaca, Mexico

Master in Tourism Destination Development - Dalarna University,
Sweden



**LESSON 4 : INTEGRATION INTO THE
SUSTAINABLE TOURISM FIELD**

Master in Interpretation of Sustainable Tourism Heritage - Instituto
Campechano, Mexico

Master Course in Planning and Management of Tourism Systems - Università
degli studi di Bergamo, Italy



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VOLUNTEERING AS AN OPENING GATE

Training courses are a good way to learn, but volunteering is another very **effective alternative**. They allow you to gain **experience, confidence and knowledge**, as well as **expanding your network** of contacts

To do this, you can **contact different organizations and companies**, to get information first and to **meet people who are involved in them.**



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OPPORTUNITIES AND JOBS IN THE SUSTAINABLE TOURISM FIELD

Tour Guides

Lead responsible tours, educating travelers about local cultures, wildlife, and conservation efforts.

Community Outreach Coordinators

Engage with local communities, fostering positive relationships and implementing sustainable initiatives.

OPPORTUNITIES AND JOBS IN THE SUSTAINABLE TOURISM FIELD

co-friendly Accommodations

Manage and operate sustainable hotels, eco-lodges, and green resorts.

Wildlife Conservation Specialists

Protect and preserve biodiversity through conservation projects.

Environmental Consultants

Advise businesses on sustainable practices to minimize ecological footprints

SKILLS YOU NEED FOR A JOB IN THE SUSTAINABLE TOURISM FIELD

Sustainable Practices:

- Ability to implement and promote sustainable tourism practices.
- Familiarity with eco-friendly technologies and resource management.

Ethical Decision-Making:

- Strong ethical principles and the ability to make decisions that prioritize environmental and social responsibility

SKILLS YOU NEED FOR A JOB IN THE SUSTAINABLE TOURISM FIELD

Adaptability and Innovation:

- Ability to adapt to changing circumstances and find innovative solutions.
- Openness to adopting new technologies and practices for sustainability.

Community Engagement:

- Strong interpersonal skills for collaborating with local communities.
- Ability to build positive relationships and address community needs

RESOURCES OF SOME SUSTAINABLE TOURISM ORGANIZATIONS WORLDWIDE

Global Sustainable Tourism Council

Sustainable Travel International

Responsible Travel

World Tourism Organization

The International Ecotourism Society

United Nations Environment Program



TO HAVE A FULL EXPERIENCE DO NOT FORGET...

PRESERVATION OF CULTURAL HERITAGE

By supporting local traditions, crafts, and practices, travelers play a role in maintaining the unique identity of a destination.

SUCCESS STORIES AND CASE STUDIES

Include success stories and case studies of destinations that have successfully transitioned to sustainable and local tourism models. Showcase the positive outcomes in terms of environmental conservation, community empowerment, and economic growth

RESPONSIBILITY OF TRAVELERS:

Encourage a sense of responsibility among travelers. Emphasize the role that individual tourists play in making sustainable choices, respecting local cultures, and leaving a positive impact on the places they visit.



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ECONOMIC IMPACT

Emphasize the positive economic impact of sustainable and local tourism on communities. This includes job creation, income generation, and the overall economic well-being of local residents.

CULINARY EXPERIENCES

Highlight farm-to-table dining, local markets, and traditional food experiences that provide a taste of the destination's unique flavors.

CULTURAL FESTIVALS AND EVENTS

Highlight local festivals and events that provide a vibrant and culturally rich experience. Tourists are often attracted to destinations with unique celebrations that offer a glimpse into the local way of life.

DIGITAL DETOX AND WELLNESS RETREATS

Promote destinations that offer opportunities for digital detox and wellness retreats. Sustainable and local tourism often aligns with the desire for a peaceful and rejuvenating travel experience.



Sustainable and local tourism
is playing an increasingly significant role
in shaping the future of the travel industry
as travelers prioritize experiences that are
**responsible, authentic, and beneficial to both the
environment and local communities.**



SOURCES

Careers in Ecotourism, Conservation careers

Employment opportunities, UNWTO

*“How to break into Sustainable Tourism”, Sustainable Tourism
Jobs For A New Start, Hidden Lemur*

Forging a career in sustainable tourism, The Travel foundation

How to Make a Career in Sustainable Tourism?, Leverage Edu

*10 Tips on How to Make a Career in Sustainable Tourism,
Sustainability Leaders*





THANK YOU FOR WATCHING

!YOU CAN FOLLOW THE PROJECT
ON SOCIAL MEDIA!



<https://green4tourism.eu/>



@G4T-Green-skills-for-future-tourism



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