

## **Abstract of the European Needs Analysis Report**

As part of the European Needs Analysis Report, the European Desk Research Report, the Country Desk Research Reports and the Field Research Report provide information on the current state of the art regarding the requirements of project management methodologies for sustainable tourism and culture projects in Europe and in particular in the partner countries (IT, AT, UK, PL and TR) involved in the PM4ESD project. The study focuses on three main issues: the culture and tourism sector in terms of sustainable development, the VET System and the application of project management methodologies.

The survey provided the following results:

Europe is the most important tourism region worldwide and especially with the Agenda 21 the significance of sustainability has been recognized as the way forward within the tourism and culture sector. Although tourism is the world's largest industry, the number of institutions which are specialized in tourism education is very low.

The cross-national comparison of the results of the individual Country Desk Research Reports supports the above mentioned facts. In addition, the results of the reports clearly show that even though the use of project management methodologies is not common, project management elements play an important role for managing sustainable tourism and culture projects.

Within the Field Research, all partner countries conducted interviews with experts from public authorities working in the field of regional development, tourism organizations and training institutions. Furthermore, the following trends can be observed:

- The use of project management elements is common in all involved countries
  - Most frequently used and most important element is project planning. Another important element is the communication with project partners.
  - Other elements mentioned: Definition of roles and objectives, SWOT Analysis, involvement of local communities
- Communication and coordination were identified as main skills required for project managers
- Tourism organizations would like to have support for managing sustainable tourism and culture projects especially in the project planning
- Identified trends regarding the allocation of public funds for sustainable tourism and culture projects:
  - Project management elements and sustainability have become more and more important
- The interviewees consider project management as a key factor to guarantee a sustainable impact

The next step of the European Needs Analysis is to develop an Online Survey which will be addressed to approx. 1000 possible end users, in order to get a quantitative representative sample. So far the results are very promising and they will contribute to the adaptation of the PRINCE2 project management methodology especially tailored for the tourism and culture sector.

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