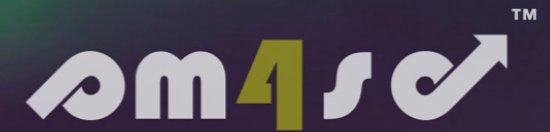


AKUREYRI ICELAND 5 > 9 October 2016



SUMMER SCHOOL 2016
Leadership & Governance
for Sustainable Tourism



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welcome



IV PM4SD SUMMER SCHOOL
Leadership and Governance for Sustainable Tourism

5-9 OCTOBER 2016
Akureyri, ICELAND

<http://summerschool.festfoundation.eu>

Fest

Foundation for European Sustainable Tourism

Silvia Barbone | Director

A step forward in sustainable tourism

The tourism sector needs a next step for transforming the way tourism projects and destinations are managed, funded and made sustainable in developed and developing countries.

FEST aims to tackle this challenge through the dissemination of **PM4SD™** and connecting tourism leaders and talents, donors and implementers



A well-designed and well-managed tourism can make a significant contribution to the three dimensions of sustainable development and has close linkages to other sectors and can create decent jobs and generate trade opportunities.

UN Resolution 66/288
“The future we want” (2012)

FEST SUMMER SCHOOL

- addresses one of the most important themes in the tourism sector: **how to plan and deliver transformative tourism projects, investments and initiatives to generate a sustainable visitor economy.**
- The 2016 Summer School aims to contribute to the **2017 as the International Year of Sustainable Tourism for Development**, through a **Publication** and a **Call for Action**.



Under the High Patronage of the European Parliament



SUMMER SCHOOL

“Leadership and Management for Sustainable Tourism”

- July 2013 **Naples, Italy**
Suor Orsola Benincasa University of Naples



- July 2014 **Seinäjoki, Finland**
Seinäjoki University of Applied Sciences



- July 2015 **Vitoria-Gasteiz**
Basquetour



- October 2016 **Akureyri**
Icelandic Tourist Board



PM4SD TRAINING COURSES

20 Foundation Training Courses & 6 Practitioner Training Courses Delivered

8 different countries



Jordan



Portugal



Spain



Italy



Belgium



United Kingdom



Czech Republic



Canada

SUMMER SCHOOL 4th edition

Akureyri, Iceland 6-9 October 2016

Leadership and Management in Sustainable Tourism

addresses one of the most important themes in the tourism industry

HOW TO PLAN, MANAGE, AND MONITOR TOURISM PROJECTS WITH SUSTAINABILITY

DURATION

2 days Public Conference and technical sessions
1 day Study Visit

ORGANISERS

FEST, European Travel Commission

HOSTING ORGANISATION

Selected each year

INSTITUTIONS

UNEP, UNWTO, European Parliament

INFO

<http://summerschool.festfoundation.eu/>



What is PM4SD?

‘A project management method that aims to support the process of making tourism more sustainable’



PM4SD CERTIFICATION

FOUNDATION, a three day intensive training course plus a final exam that provides knowledge and understanding of the PM4SD™ methods to be able to work effectively within a project management team applying PM4SD™

PRACTITIONER, a two day intensive training course plus a final exam, building on the Foundation course, to provide the understanding of how to apply and tailor PM4SD™ in a scenario situation and co-ordinate small, medium and large scale development projects. To attend this level, delegates must have passed the Foundation exam before.



Target 1 Organisations

- **Local, Regional, and National Public authorities**
- **Destinations**
- **Tourist Boards**
- **National and Regional Parks**
- **Heritage Sites**
- **Local Development Agencies**
- **Tour Operators**
- **Tourism and Cultural Networks**
- **National Trusts**
- **SMEs**



Target 2 Individuals

- **Decision makers**
- **Academics**
- **Tourism Consultants**
- **Destination Managers**
- **Programme Managers**
- **Project Managers**
- **Team Managers**
- **Trainers**
- **Entrepreneurs**



FEST SUMMER SCHOOL

- **A knowledge hub**
- **A peer to peer event**
- **A training event**
- **A funding**
- **A networking event**
- A leading event to **promote PM4SD™** as best management practice



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Opportunities to connect

ORGANISATION

Sign the Call for Action

Contribute to the Summer School publication

Become an (ATO) in PM4SD®

Accredited Training Organisation

Become the host organization

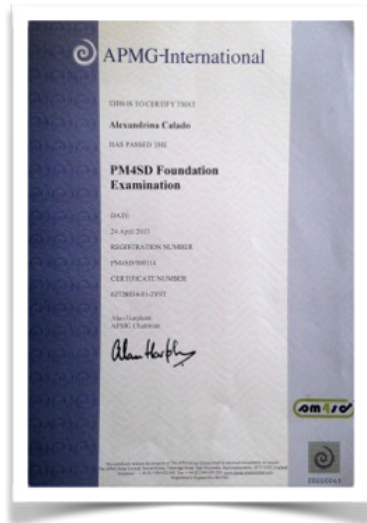
for the 2017 Summer School

PROFESSIONAL

Sign the Call for Action

Get certified in **PM4SD**®

Contribute to the Summer School publication



PM4SD Foundation training
Sofia 31 Oct- 04 Nov 2016

PM4SD Foundation and Practitioner training
Cardiff 3-7 Apr 2017

From the Vitoria Gasteiz **Call for Action**
To the Akureyri **Call for Action**

Naples **Declaration 2013**
Seinäjoki **Declaration 2014**
Vitoria Gasteiz **Call for action 2015**
Akureyri **Call for Action 2016**

The main goal of the Call for Action is to serve as
the basis for tourism donors and implementers to make
concrete changes in planning and managing projects
and destinations with success and sustainability.

PM4SD® Roles



FEST owns the PM4SD copyright and promote the use of PM4SD



APM GROUP is the certification body for **PM4SD**



ATOs deliver the training



TSO Publisher

Let's get Social

#PM4SDSummerSchool



[@pm4sd](https://twitter.com/pm4sd)



www.facebook.com/TourismAroundEurope

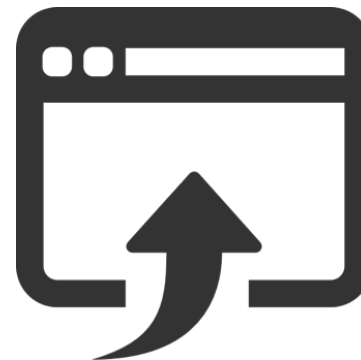


[Project Management for Sustainable Tourism](https://www.linkedin.com/company/project-management-for-sustainable-tourism)

www.pm4sd.eu

www.festfoundation.eu

<http://summerschool.festfoundation.eu>





vali

thanks

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Silvia Barbone | **FEST Director**



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