



**welcome**

# PM4SD

## **Project Management for Sustainable Development**

International seminar on

*Monitoring Sustainability:  
Environmental and Social Tourism Indicators  
for Measuring Tourism Development*

**Vienna**

11th Sept 2015



Silvia Barbone

**Jlag**

# **Mission & Objectives of FEST**

# 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



# KEY FACTORS OF SUCCESS AND COMPETITIVENESS FOR THE TOURISM INDUSTRY

**GOVERNANCE**



**MANAGEMENT**



**SKILLS**



**KNOWLEDGE**



# **The Scenario**

# Quality and sustainability in tourism are inherently linked.

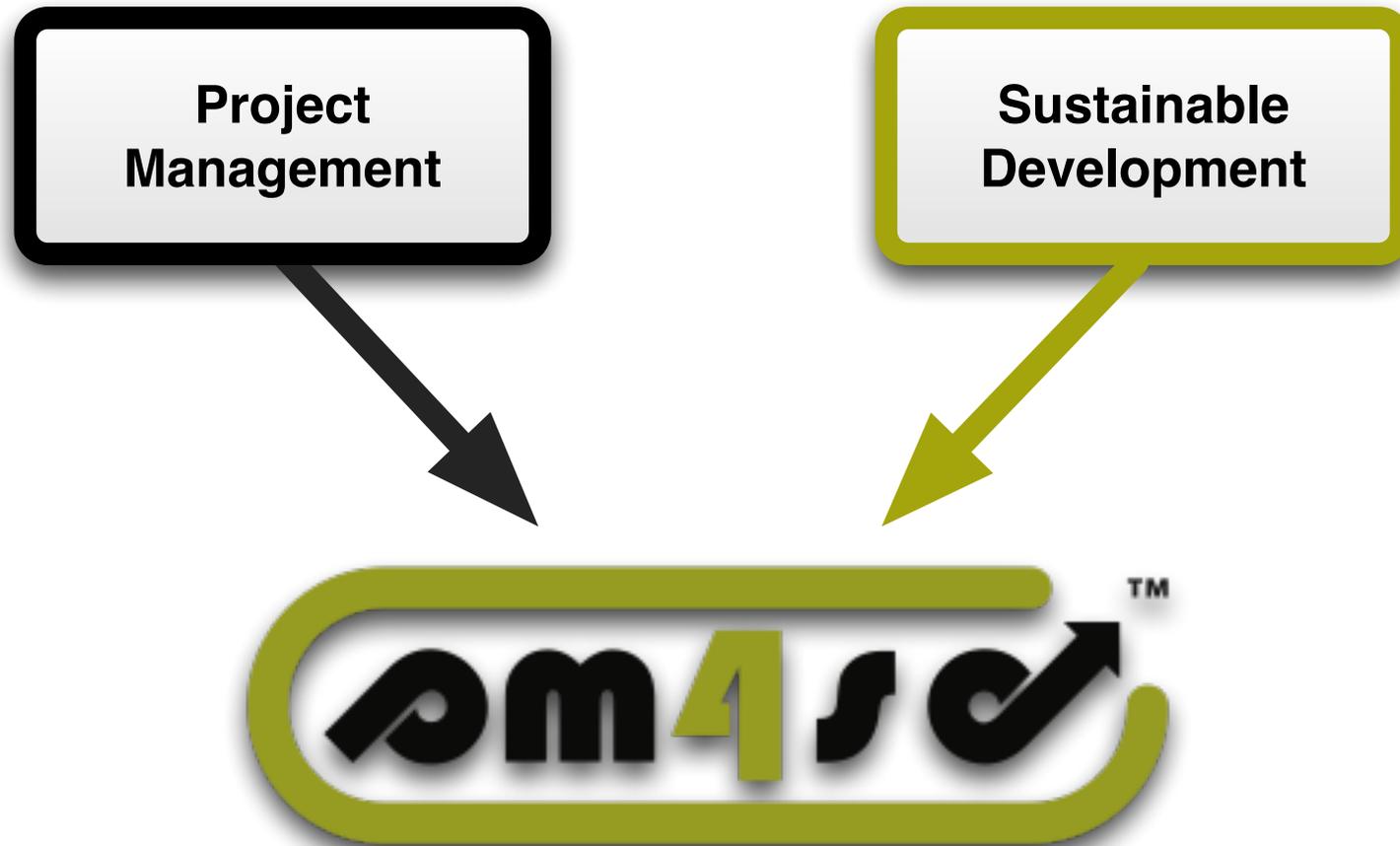
Quality is the “face” of sustainability. In other words, while quality is perceived immediately by costumers through the tourist activity, sustainability means the policy framework and management processes behind, ensuring a high quality offer and the tourist experience remains in the long term.



# **PM4SD** METHODOLOGY AND QUALIFICATION

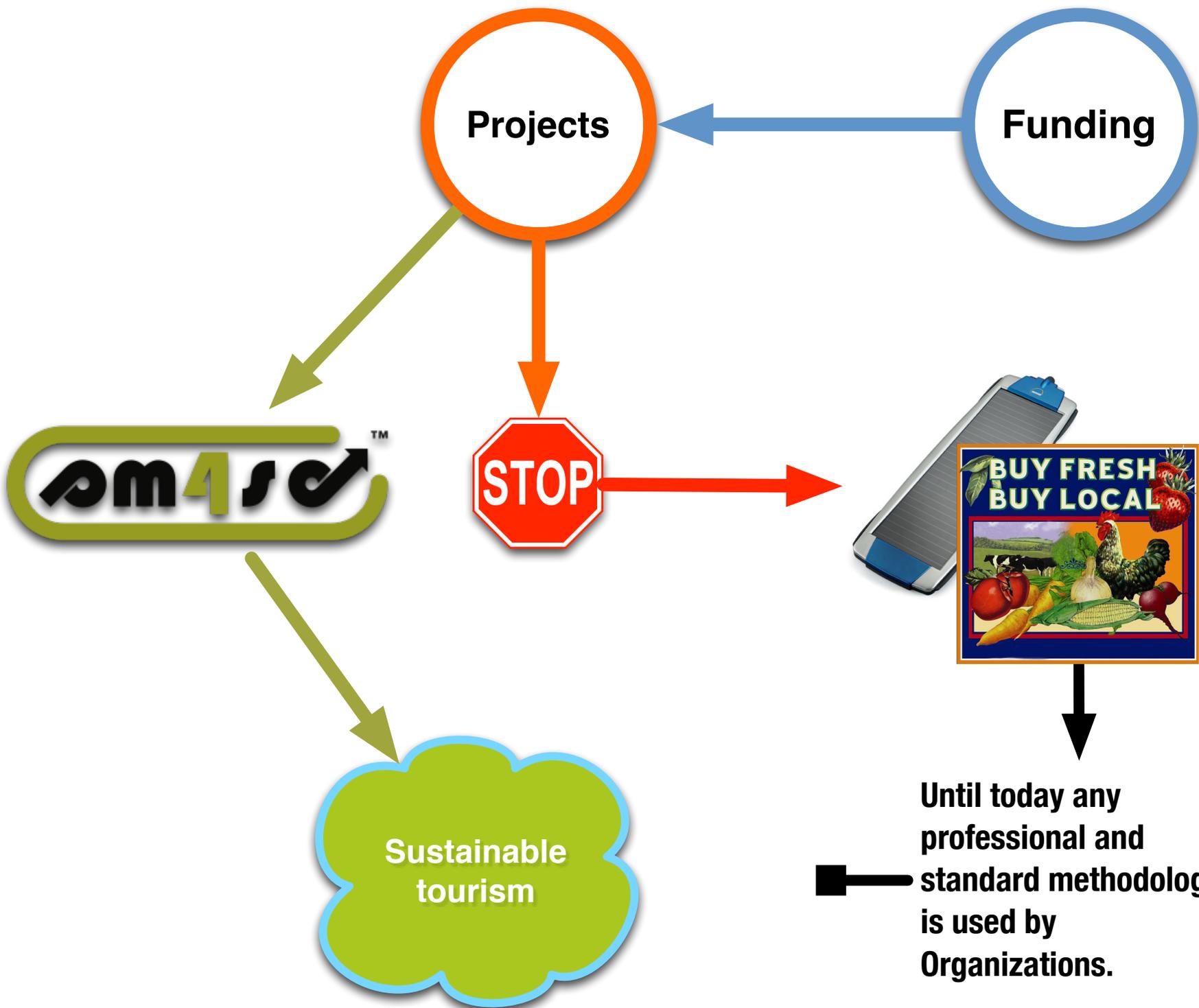
# What is PM4SD?

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



**This Combination forms the basis of PM4SD®.**

PM4SD™ is a Certified Project Management methodology developed to design and implement tourism projects with sustainability in order to create long term benefits for destinations and local communities.



Projects

Funding



Sustainable tourism

Until today any professional and standard methodology is used by Organizations.

## Sustainable Tourism from theory to practice

### Tourism Knowledge

Guidelines

Researches

Papers

Others

### Indicators

ETIS

GTSC

Others

Project

# EUROPEAN TOURISM INDICATOR SYSTEM – ETIS

## For the sustainable management of destinations



### What is ETIS?

- A comprehensive system, flexible and especially suitable for tourism destinations;
- Designed to be a locally owned and led process for monitoring, managing and enhancing the sustainability of a tourism destination;
- A dedicated toolkit, proposed to help destinations to engage in monitoring autonomously.

### What are the main benefits ?

- Assist destinations in developing tourism in more sustainable manner;
  - Working together, as an interdisciplinary team;
- Generate economic benefits, including improved destination reputation and greater visitor satisfaction;
  - Increasing visibility as sustainable destination;
  - Creates vision and guidelines for sustainable tourism development;
- Creates a framework for benchmarking, communications and good practice;
  - Help to identify problems and raising the destination profile;
    - Data improvement and data sharing.

# EUROPEAN CHARTER FOR SUSTAINABLE AND RESPONSIBLE TOURISM

*Working together to make European tourism more sustainable*

**Responsible Tourism** refers to the awareness, decisions and actions of all those involved in the planning, delivery and consumption of tourism, so that it is sustainable over time.

**Key Players:** International and European agencies, Public Institutions, Tourism service providers, Travel agents, Tourism trade bodies and Chambers of Commerce, Destination Management, NGOs, Educational bodies, Media, Tourism Clusters organisations...

## 10 Lines of Action:

1. To involve all stakeholders in the planning and management of tourism
2. To respect the rights of all citizens to safe and fulfilling holidays and travel
3. To ensure the competitiveness and viability of the tourism industry
4. To provide a wide range of well supported and satisfying jobs
5. To mitigate and adapt to climate change
6. To control and manage the use of natural, scarce or finite resources
7. To celebrate and conserve natural and cultural heritage and diversity
8. To ensure that tourism respects and benefits local communities
9. To monitor the impacts of tourism and seek continuous improvement
10. To promote awareness and commitment to responsible tourism



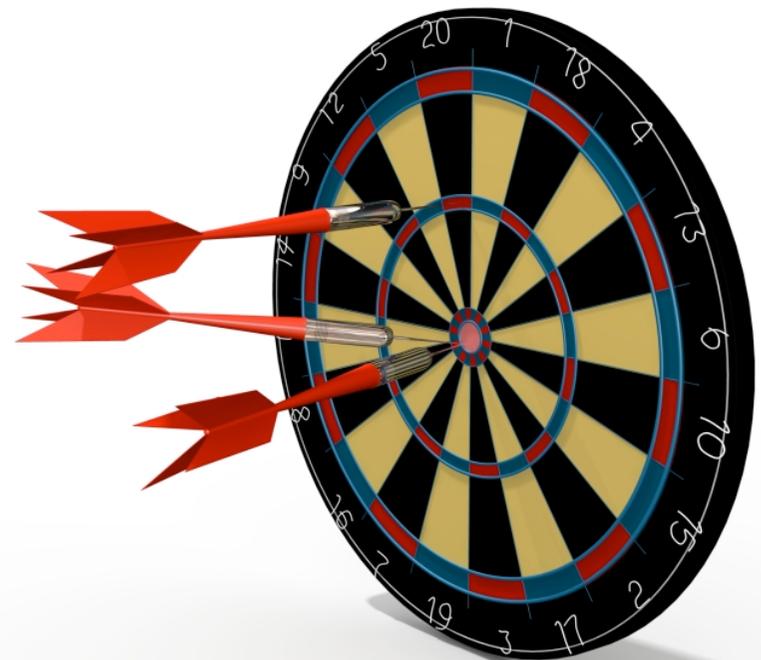
## **The Global Sustainable Tourism Council (GSTC) Criteria**

The Global Sustainable Tourism Council (GSTC) Criteria was created in an effort to come to a common understanding of sustainable tourism, and are the **minimum** that any tourism organization should aspire to reach. They are organized around four main themes:

- **Effective sustainability planning**
- **Maximising socio-economic benefits for the local community**
- **Enhancing cultural heritage**
- **Minimising negative impacts on the environment**

**target**

- **Local, Regional, National and European Public Authorities**
- **Tourist Boards**
- **National and Regional Parks**
- **Heritage Sites**
- **Local Development Agencies**
- **Tourism organizations**
- **Tourism and Cultural Networks**
- **Policy Makers**
- **Project Managers**
- **Business Organizations**
- **SMEs**



Organizations	Professionals
Local, Regional, and National Public Authorities	Policy Makers in charge of tourism
European Institutions	Tourism Project Managers
Tourist Boards	Tourism Trainers and Teachers
Tourism Consortia	Tourism Practitioners
National and Regional Parks	Tourism Researcher
Heritage Sites	Tourism Entrepreneurs
Local Development Agencies	Students
Tourist and Cultural Networks	
Tourism Training Organizations	
Attractions	
Any tourism related public or private organisation	

# **PM4SD Methodology**

## PM4ESD Structure

Variables	Principles	Processes	Components	Techniques	Products
6	10	5	6	4	2
Costs	Continuous Business Justification	Project Direction	Business Case	Product Based Planning	Tourism Specialist Product
Timescales	Learning from Experience	Project Initiation	Risk, Issue and Change Management	Team Building	Management Specialist Product
Quality	Roles and Responsibilities	Stage Definition and Planning	Organisation	Logical Framework Approach	
Scope	Managing by Stages	Stage Control and Product Delivery	Quality	Benefits Maps	
Risks	Management by Exception	Project Closure	Planning		
Benefits	Focus on Products		Progress Control		
	Tailor to Suit the Project Environment				
	Collaborative approach				
	Sustainability				
	Policy				

**The PM4SD Methodology discerns  
three different levels of  
governance**

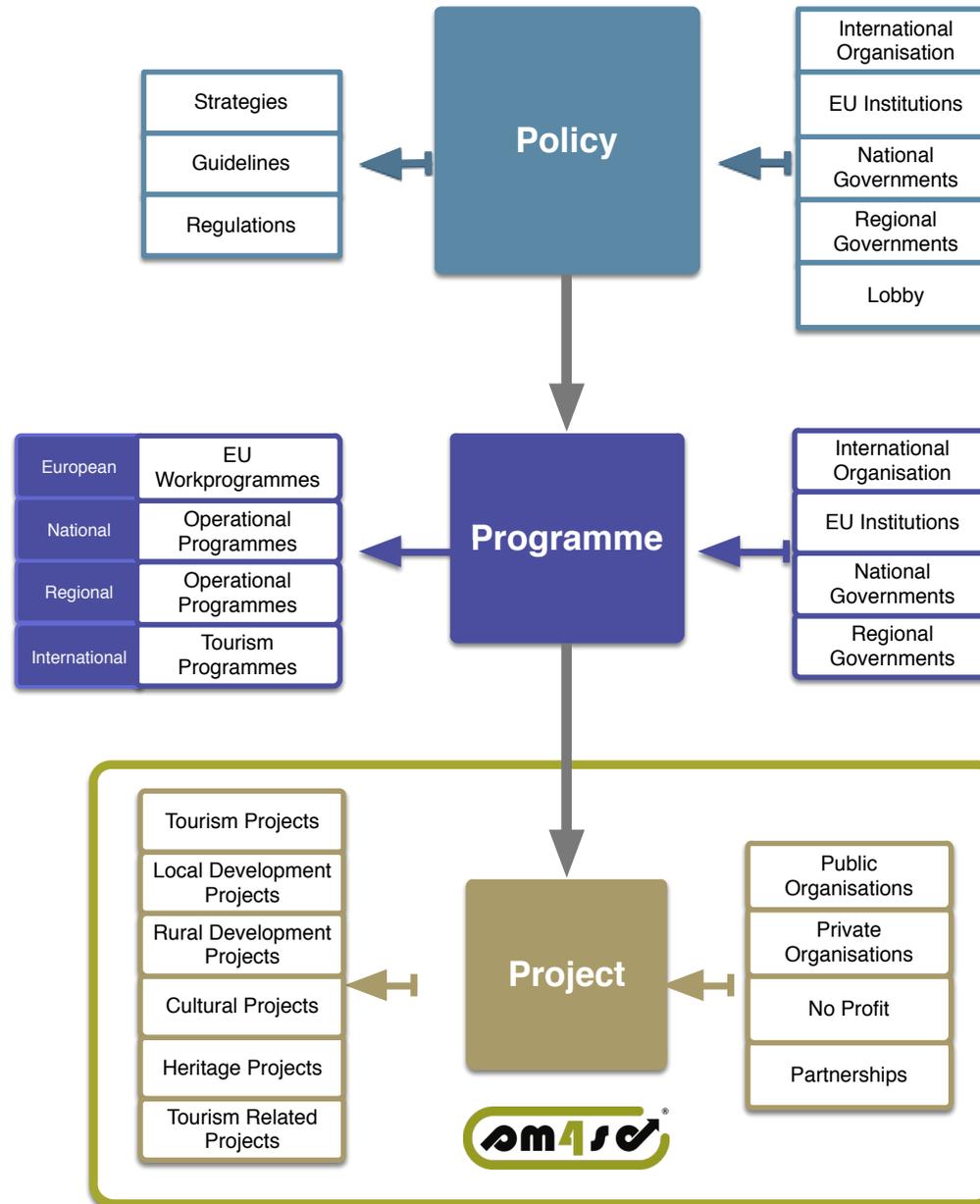
Policy

Programme

Project



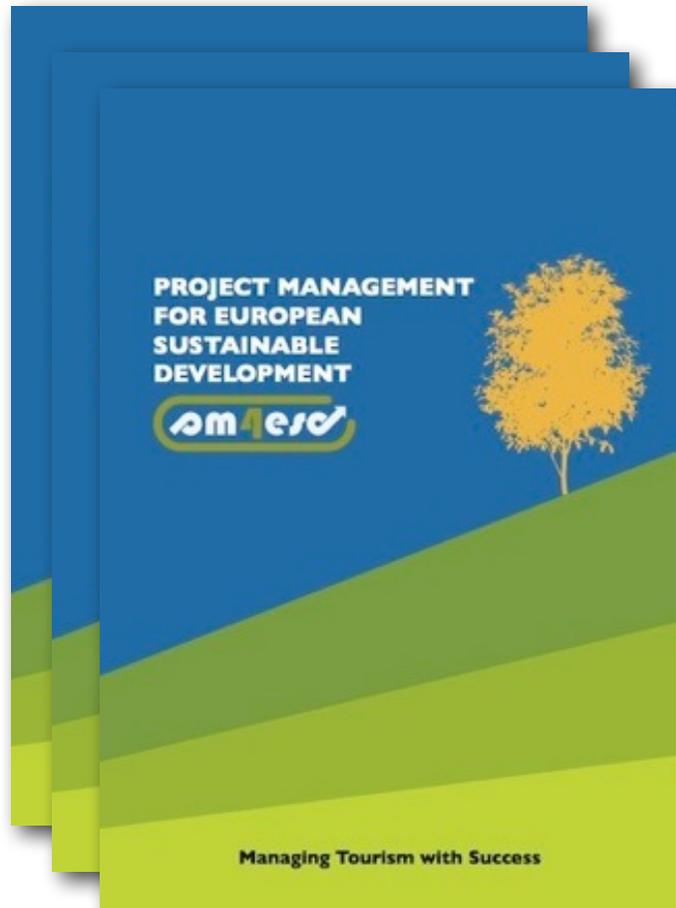
### THREE LEVELS OF GOVERNANCE



## 4 Main Stakeholders in the Tourism Economy

1. **Public Sector** – local, regional and national authorities; tourist boards, public attractions (parks, museums, etc), transports, local development agencies, European networks.
2. **Business Sector** – tour operators, travel agencies, hotel and catering sectors, private attractions, trade organisation, chamber of commerce, etc.
3. **Knowledge Community** – international organisations, Academies, Training Organisations, Research Centres, etc.
4. **Host Community** - local citizens, associations, etc.





## **PM4SD® Manual 2013**

published with [www.tso.co.uk](http://www.tso.co.uk)

# Facts & Figures

## 3 APMG ATOs (Accredited Training Organisations)

- **Jlag**, London & Brussels (<http://www.jlageurope.com/>)
- **Premier IT**, London (<http://www.premierit.com/>)
- **E-quality Italia**, Rome (<http://www.imlearning.it/>)



 as premier ATO has delivered

**20 Foundation Training Courses & 6 Practitioner Training Courses Delivered**

**8 different countries**



Jordan



Portugal



Spain



Italy



Belgium



United Kingdom



Czech Republic



Canada

**200 tourism professionals PM4SD® certified**

Representing 100 organisations from 15 countries

# **PM4SD Qualifications**

## **Foundation Qualification**

The purpose of the Foundation qualification is to confirm that a candidate has sufficient **knowledge** and **understanding** of the PM4SD method to be able to work effectively with, or as a member of, a project management team working within an environment supporting PM4SD

**Exams certified by APM GROUP**

**3 DAYS INTENSIVE COURSE & FINAL EXAM**

## **Practitioner Qualification**

The purpose of the Practitioner qualification is to confirm whether the candidate has achieved sufficient understanding of **how to apply and tailor PM4SD in a scenario situation**. Candidates should be able to apply and understand how to tailor PM4SD effectively to a project within an organization environment supporting PM4SD.

**Exams certified by APM GROUP**

**2 DAYS INTENSIVE COURSE & FINAL EXAM**

# FEST SUMMER SCHOOL

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



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



## 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

**In a key European destination**

# SUMMER SCHOOL

## 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**

<b>DURATION</b>	2 days Public Conference and technical sessions 1 day Study Visit
<b>ORGANISERS</b>	FEST, European Travel Commission
<b>HOSTING ORGANISATION</b>	Selected each year
<b>EU INSTITUTIONS</b>	European Commission, European Parliament

**4th edition July 2016**

HOST ORGANIZATION CALL OPEN



# **From the Seinäjoki Declaration to Vitoria Gasteiz call for action**

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 with success and sustainability.

# Let's get Social



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



[www.facebook.com/TourismAroundEurope](https://www.facebook.com/TourismAroundEurope)

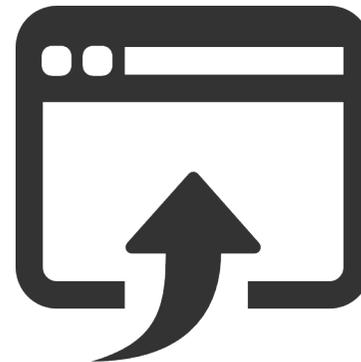


[Project Management for Sustainable Tourism](https://www.linkedin.com/company/project-management-for-sustainable-tourism)

[www.pm4sd.eu](http://www.pm4sd.eu)

[www.festfoundation.eu](http://www.festfoundation.eu)

[www.apmg-international.com](http://www.apmg-international.com)





# thanks

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