



MANAGE TOURISM WITH SUCCESS
THE T4EST –MTRAINING FOR EUROPEAN SUSTAINABLE TOURISM” PARTNERSHIP
PRESENTS PM4SD™

“PRACTITIONER TRAINING COURSE IN PROJECT MANAGEMENT FOR SUSTAINABLE DEVELOPMENT”

The T4EST - Training for European Sustainable Tourism European Partnership is pleased to announce that it is organising the PM4ESD® Practitioner training course during the Summer School “Leadership and Governance for Sustainable Tourism” that will take place in Naples from the 8th to the 12th of July 2013.

Concept

The T4EST partnership includes the **Municipality of Frigento** (www.comune.frigento.av.it), **Jlag** (www.jlageurope.com), **NECSTour** (the Network of European Region for a Sustainable and Competitive Tourism, www.necstour.eu) and **Leeds Metropolitan University** (www.icrtourism.org). T4EST aims to disseminate the PM4SD certification in order to transfer the knowledge of a certified methodology which allows for planning and managing sustainable tourism projects with success. PM4SD is based on PRINCE2® (Projects In Controlled Environments), a structured method for effective project management, widely recognised and used in the public and private sector. PM4SD has got a re-use licence by the UK Cabinet Office and its qualification and accreditation body is APMG.

Objective and Structure

The PM4SD Practitioner Training Course is a two-day intensive training course plus the exam session that lasts 2 hours and 30 minutes and public events.

Through dynamic lectures, case studies, and small group interactions, you will be prepared to take your tourism management skills to the next level and enhance your contribution to sustainability. You will be qualified as a PM4SD Practitioner, this means you will be qualified to coordinate large scale tourism projects and you can also apply to become a trainer.

Candidates will be able to apply and understand how to tailor PM4SD effectively to a project within an organisation environment supporting PM4SD. Specifically candidates should:-

- Understand the relationships between the roles, management products, principles, components, techniques and processes
- Be able to apply the principles, components and processes to a project
- Be able to create and assess management products.
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The training course will take place in Naples and is part of the Summer School. The programme is:

8th July from 10.00 to 5.00 pm PM4SD Practitioner Training Course

9th July from 10.00 to 5.00 pm PM4SD Practitioner Training Course

10th July Public Conference from 9.00 to 5.30 pm

11th July from 9.00 to 12.30 Public Conference Continuation

11th July from 2.30 to 5.00 pm PM4SD Exam

12th July Field trip to Ercolano (dropping off by 3pm at Naples airport or at your accommodation)

There are max 20 spaces available for training.

Who can participate?

This qualification is aimed at project managers and aspiring project managers in the tourism industry. It is also relevant to other key staff involved in the design, development and delivery of tourism projects, including: Project Board members, Team Managers, Project Assurance, Project Support and operational line managers/staff.

Public and private tourism organizations, Trade Bodies, Training organizations, Tourism professionals, Tourism students, Policy Makers, Trainers, Tourism Researchers are invited to apply.





Participants should be highly qualified and meet the following conditions:

- 1) To have passed the PM4SD Foundation Exam
- 2) To have a good command of the English language
- 3) Motivation and opportunity to apply PM4SD

How can you register?

- You can sign up for a PM4SD Practitioner training course by completing the online registration form, available at www.pm4esd.eu.
- When registering, you will be requested to send your cv, to describe your motivation, expectations of the course and estimate how you intend to implement PM4SD.
- The T4EST partnership will then select the applicants who will participate in the course in order to ensure a balanced and heterogeneous composition of the audience.

Preparing for the course

The PM4SD Practitioner Course is a two full day intensive course plus ½ a day dedicated to the exam session. It is very important to be prepared before joining the class. Delegates are invited to study the PM4SD manual. The manual can be downloaded for free from the Foundation of European Sustainable Tourism website at: www.festfoundation.eu. The manual is available in 5 languages (Italian, Turkish, English, German, Polish) but we highly recommend studying the manual in English, as the training and the exams will be in English.

Once selected, delegates will receive a guideline before joining the class.

By joining the LinkedIn group Project Management for Sustainable Tourism you will part of the PM4SD community to exchange ideas, case studies, leaning experiences and to discover tips and hints to pass the PM4SD Practitioner exam (http://www.linkedin.com/groups/Project-Management-Sustainable-Tourism-4768177?trk=myg_ugrp_ovr).

How to obtain the PM4SD® qualification?

Obtaining certification is possible by examination. The PM4SD Practitioner examination is an open-book examination and is intended to address the knowledge and skills that demonstrate proficiency in the project management method PM4SD.

The exam session will take place on the 11th of July, in the afternoon.

- The examination will consist of 3 booklets: Scenario Booklet, Question Booklet, Answer Booklet
- Open Book exam
- 2 ½ hour exam
- Each examination consists of 80 questions. The pass mark is 50% or more, i.e. 40 or more marks out of 80.
- The examination body is [APMG](#) which will release the PM4SD Practitioner certificate to successful participants.
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Fees

The participation in the course is free of charge. Only the exam requires a cost for the participant, the exam fee is €250. Selected participants to the training courses will receive an email containing all of the info regarding the payment.





Trainers

Dr Silvia Barbone is an international expert in sustainable tourism with an extensive knowledge of the European tourism, cultural and social policies. She is the founder and the director of Jlag and FEST-Foundation for European Sustainable Tourism. She has worked as consultant and researcher for local and national governments, for the European Commission and the European Parliament. She is an experienced trainer in Project Management, Sustainable Tourism, and European Policies and Funding. She is the developer and the main author of PM4SD.

Dr Xavier Font is an expert in responsible tourism marketing, with extensive experience in industry and government training on all aspects of sustainable tourism production and consumption. He is the most published academic in the world in sustainable tourism certification, having consulted on this subject for UNEP, UNCTAD, UNWTO, IFC, EC, VisitEngland, Fáilte Ireland, WWF and the Travel Foundation amongst others.

Logistics

Venue: University of Naples “Suor Orsola Benincasa”,
www.unisob.na.it.
Corso Vittorio Emanuele 292, Napoli.

Accommodation:

Residenza Universitaria “Suor Orsola Benincasa”
www.adisusob.it/pg/residenza.htm.

Vico Paradiso n. 49, Napoli

La residenza is offered to participants free of charge. If you wish to stay in a more comfortable accommodation we have prepared an “information pack” where you can find hotels suggestions and other practical information.

Languages

Training course will be delivered in English.

Who can reply to my questions?

If you need more details or still have questions please contact summerschool@PM4SD.eu

