



PM4SD™ European Summer School | PROGRAMME

Leadership and Management in Sustainable Tourism: Professionalising project management

Naples, 8-12 July 2013 **Suor Orsola Benincasa University of Naples**

Corso Vittorio Emanuele, 292 - 80135 Napoli

“Leadership and Management in Sustainable Tourism” is the first High Level **European Summer School** to address one of the most important themes in the tourism industry: **how to improve sustainable tourism project success and monitor the benefits of funded initiatives.**

The Summer School is for project management practitioners, funders, policy makers, academics and entrepreneurs. It has been set up to launch the new methodology and qualification PM4SD™ “Project Management for European Sustainable Development”, with a board including representatives of UNEP, UNDP, NECSTouR, Euromed Heritage Programme, FEST, Jlag, Leeds Metropolitan University, Suor Orsola Benincasa University of Naples, University of Sannio, Municipality of Frigento.

The “Leadership and management in Sustainable Tourism” Summer School lasts 5 days and it has been designed to take place each year in a different European country. The 1st edition will take place from the **8th to the 12th of July in Naples**, and it will be hosted by the **Suor Orsola Benincasa University of Naples.**

The Summer School aims to be:

1. A **knowledge hub** to share practices on how to plan and manage tourism funding with sustainability
2. A **knowledge hub** to improve project management and effectiveness in the tourism sector
3. A **training event** leading to a qualification for trainers and senior practitioners in project management for sustainable tourism
4. A **funding marketplace** to develop joint funding proposals, developing concept notes and matching skill sets between professional project managers and organisations
5. A **networking event** to disseminate best practices and papers related to the theme “Project Management and Sustainable Tourism”
6. A **leading event** to promote PM4SD™ as best management practice





Summer School Programme

8-9 July 2013 PM4SD™ Practitioner training course

Trainers Silvia Barbone and Xavier Font

Venue Suor Orsola Benincasa University of Naples (Sala Proiezioni)

PM4SD™ <Project Management for Sustainable Development> is a new methodology and qualification for designing and managing tourism projects with success. It is based on the PRINCE2® methodology, a structured method for effective project management widely recognised and used in the public and private sector, and owned by the UK Cabinet Office. PM4SD™ has a re-use licence also by the UK Cabinet Office and its qualification and accreditation body is APMG.

This course aims to create a pool of qualified trainers and practitioners in the PM4SD™ methodology across Europe, who can deliver training once attached to an accredited training organisation approved by APMG.

The course is open to 25 international candidates holding the PM4SD™ Foundation qualification, selected through an open procedure.

10 July 2013 Public conference¹

The purpose of this day is to learn from keynote presentations on the importance of project management to access, manage and monitor funds, and case studies dedicated to Best Management Case Studies in the Tourism Sector. The output will be the Naples declaration on “the effective management of donor funded tourism projects”.

Venue Suor Orsola Benincasa University of Naples (Aula Magna)

Moderator Dr Xavier Font, Leeds Metropolitan University

9:00 Registration

9:30 Official opening

Prof Lucio D'Alessandro, *Chancellor of University of Naples Suor Orsola Benincasa*

Prof Filippo Bencardino, *Chancellor of University of Sannio*

Prof Paola Villani, *University of Naples Suor Orsola Benincasa*

Prof MariaRosaria Napolitano, *University of Sannio*

MP Luigi Famiglietti, *member of the Italian Chamber of Deputies*

¹ [FREE, EXCEPT CONFERENCE DINNER]





- 10:20** Introduction and presentation of Project Management for Sustainable Development” (PM4SD™), *Silvia Barbone, Foundation for European Sustainable tourism*
- 10:40** Sustainable tourism project management in leading European tourist destinations, *Paolo Bongini, NECSTouR President*
- 11:00** Why do sustainable tourism projects fail or succeed. *Prof Harold Goodwin, Leeds Metropolitan University*
- 11:20** PM4SD™ a new certification for the tourism sector. *Alan Harpham, APMG*
- 11:40** How is the UNDP introducing project management methodologies to reduce risk of failure. *Massimiliano Riva, United Nations Development Programme*
- 12:00** **Coffee**
- 12:30** How is the Global Partnership for Sustainable Tourism assuring sustainability in tourism projects. *Deirdre Shurland, United Nations Environment Programme*
- 12:50** Lessons learned from the management of large scale funded programmes. *Christian Dabdoub Nasser, Euromed Heritage Programme*
- 13:10** European tourism system of indicators for sustainable management. *Cinzia De Marzo, European Commission*
- 13:30** **Lunch and Networking**
- 15:00** How to design market-relevant products and ensure financially feasible project outcomes. *Prof. Don Hawkins and Eileen Gutierrez, George Washington University*
- 15:20** How to put project beneficiaries at the centre of project management. *Manuel Junk or Klaus Lengefeld, GIZ (German Cooperation Agency)*
- 15:40** Lessons learned from the SNV tourism programme. *John Hummel, Senior Adviser Community Based Tourism International Research for Development Center (CBT-IRDC), Chiang Mai, Thailand*
- 16:00** The Aura of Power, Leadership, Authority and Participation. *Prof. Ugo Morelli, University of Bergamo*
- 16.20** Opportunities from the European Investment Bank for the tourism sector. *Brian Field , Urban Planning and Development Adviser, European Investment Bank*





16.40 Development of the “Naples Declaration” on the effective management of donor funded tourism projects.

17.00 PM4SD™ Delegates ceremony. Delegates will receive PM4SD certificates by Alan Harpham, APMG

17: 20 Coffee and Networking time *Matchmaking teams for funded projects. Identification of funding lines and project concepts.*

(All participants are welcomed to bring display information on their projects or organisations to facilitate speed dating to develop funding proposals)

20:00 Conference dinner [at own expense, approx. EUR 30 per person]

11 July Conference continuation

The purpose of this day is to analyse in more detail actual practices of project management in different geographical and organisational locations.

Venue Suor Orsola Benincasa University of Naples (Sala Proiezioni)

9:00 Practical workshops

Theme 1: Defining success in project management.

Moderator: Dr Xavier Font, *Leeds Metropolitan University*

- Why do sustainable tourism projects fail or succeed? **Frederic Thomas**, *University of Paris 1 - Pantheon Sorbonne, France*
- Critical success factors for donor funded project success: results from a Delphi study to inform the Global Partnership for Sustainable Tourism. **Dr Xavier Font**, *Leeds Metropolitan University*
- UNCTAD TrainForTrade Sustainable Tourism for Development project in Angola, **Dominique Verdugo**, *independent consultant, France*
- “Angels for Travellers”. Effective community based tourism best practice, **Stefano Consiglio**, *Prof. University of Naples, Federico II, Italy*
- EUROPARC's experience in sustainable tourism project management, **Paulo Castro**, *Treasurer and council members of EUROPARC*

Theme 2: Leadership models and management skills.

Moderator: Cristina Nunez, *NECSTouR*





- Conceptualising and aligning leadership style to successful performance in sustainable tourism. **Dr Andrew Jones & Dr Sivlio De Bono**, *University of Malta, Malta*
- The role of NGOs in the successful implementation of sustainable tourism projects, **Carolin Stamm**, *BEST-Sabel-Hochschule Berlin, Germany*
- Application of Concepts in Project Management – A Case for Unsoiled and Hygienic Tourist Destinations in the Hills of NorthEast India. **Dr Tridib R. Sarma**, *Tezpur University, India*
- Destination Management - an integrated view through Dark Sky Alqueva, a Starlight Tourism Destination, **Apolonia Rodriguez**, *Genuineland - Village Tourism, Portugal*
- TourEurope, Exchange Programme for Tourism Entrepreneurs, **Anne-Maria Mäkelä**, *Seinäjoki University of Applied Sciences, Finland*
- Project Vital Rural Area: best practices toolkit on vitalizing rural regions in Europe, **Wietse W. Hermanns**, *NOFA municipalities, Northeastern Friesland, the Netherlands*

12:30 Plenary – concluding remarks and Next Steps of Summer School

13:00 Networking lunch and continued project matchmaking [FREE].

(All participants are welcomed to bring display information on their projects or organisations to facilitate speed dating to develop funding proposals)

15:00 PM4SD Practitioner examination

18:30 Winery Tour and Dinner [at own expense, EUR35 per person]. The bus will collect participants at 18.30 [at the University of Naples “Suor Orsola Benincasa”] and take participants to Feudi di San Gregorio.

12 July: Study Visit Ercolano [at own expense, approx. EUR20 per person]

The purpose of the visit is to test concepts and techniques learned during the conference to a particular case study, by meeting a series of stakeholders and learning about current project management practices in the management of tourism, heritage and natural resources. The bus will collect participants at 9am at their accommodation, and take participants to Naples airport by 15:00 and also back to their accommodation in Naples for those staying longer.

Naples Summer School Organising Committee

Paola Villani, *Suor Orsola Benincasa University of Naples*





Mariarosaria Napolitano, *University of Sannio*

Silvia Barbone, *Foundation for European Sustainable Tourism*

Dr Xavier Font, *Leeds Metropolitan University*

Luigi Famiglietti, *member of the Italian Chamber of Deputies*

Antonio Barreca, *Federturismo*

Summer School Board

Deirdre Shurland, *United Nations Environment Programme and Global Partnership for Sustainable Tourism*

Massimiliano Riva, *United Nations Development Programme*

Paolo Bongini, *NECSTouR President*

Christiane Dabdoub Nasser, *Euromed Heritage Programme*

Silvia Barbone, *Foundation for European Sustainable Tourism*

Prof Harold Goodwin and Dr Xavier Font, *Leeds Metropolitan University*

For more information

www.pm4esd.eu

summerschool@pm4esd.eu

With the support of the Lifelong Learning Programme of the European Union

