

Summer School Leadership and Governance for Sustainable Tourism

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A step forward for Sustainable Tourism with PM4SD Summer School

A successful second edition of the Summer School **“Leadership and Governance for Sustainable Tourism”** was held between the **1st to the 3rd July in Seinäjoki, Finland** under the **High Patronage of the European Parliament**.

Fifteen speakers representing a wide range of international institutions and companies, from the **European Travel Commission** to the **European Commission** to the **UNTWO**, participated in the three day event, organized in partnership by FEST - European Foundation for Sustainable Tourism and the Seinäjoki University of Applied Sciences.

Fifty participants, including project managers, policy makers, researchers and students from **Spain, Georgia, Albania, Brazil, Bulgaria, Mexico, the Netherlands, the United Kingdom, Italy and Finland** attended the PM4SD Summer School that every year aims to share best practices about sustainable tourism, develop proposals and build synergies between companies and individuals.

Many institutions involved in tourism, including the **Finnish Tourist Board**, brought their experiences to the conference. Europe is by far the most visited destination worldwide but relative tourist weights are changing and Asian and African countries created new trends in tourism.

The challenge for the next years is turning **Europe in a sustainable destination**. With this in mind, the European Commission developed the **European Tourism Indicators System (ETIS)** to measure the sustainable performances of the destinations, in which PM4SD can be used as the implementation methodology. After the positive results of the first phase, the second pilot phase started last April and will end in December 2014.

The Summer School led to the **Seinäjoki Declaration**, which will involve representatives of intergovernmental organisations, governments and public sector agencies, development agencies and investment banks, project donors and funders, private sector, non-governmental organisations, civil society, professionals and academia in the shared purpose of sustainable development through tourism.

The second edition of the Summer School was a new **step forward in Sustainable Tourism** with the strong commitment to continue on this path and to bring together and involve many other stakeholders to the Summer School 2015 (the **Call for Host Organisations 2015** has just been open: goo.gl/vw-GnXi).

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