



## PM4SD European Summer School | TENTATIVE PROGRAMME

### Leadership and Governance for Sustainable Tourism

Vitoria-Gasteiz, Spain, 30 June - 3 July 2015

***Leadership and Governance in Sustainable Tourism*** is a 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. The event promotes PM4SD™ as the methodology to apply in tourism projects and to discuss the professionalization of project management in sustainable tourism.

The 2015 edition is organised by the **Foundation for European Sustainable Tourism, the European Travel Commission, and Basquetour.**

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 **funding marketplace** to develop joint funding proposals, developing concept notes and matching skill sets between professional project managers and organisations
4. A **networking event** to disseminate best practices and papers related to the theme "Project Management and Sustainable Tourism"
5. A **leading event** to promote PM4SD™ as best management practice for donors and implementers

## Summer School Programme

### Monday, June 30<sup>th</sup> 2015

*Welcome Day: Arrival and Team Building activities*

- 17:00** Welcome visit to the museum [Guggenheim Bilbao](#)
- 20:00** Welcome Dinner ("Pintxo" Tour) at [Vitoria-Gasteiz](#)

### Tuesday, July 1<sup>st</sup> 2015

*Leadership and Governance in Sustainable Tourism – Practical Sessions*

- Venue** Europa Congress Centre  
Avenida Gasteiz, s/n, 01009 Vitoria-Gasteiz
- 8:30 - 9:00** Registration
- 9:00 - 9:15** Official Opening and Welcome  
**Silvia Barbone**, *FEST*  
**Arantza Madariaga**, *BASQUETOURL - Basque Tourism Agency*

### **Part I. Learning from Best Practices**

#### 4 Selected Case Studies

**9:45 - 10:30** Presentations and lessons learnt from implementing Sustainable Tourism Best Practices

Case n. 1: one case study from the Switch-Asia programme  
Case n. 2: one case study from xxxxx (USA)

**10:30 - 11:00** Coffee Break

**11:00 – 11:45** Presentations and lessons learnt from implementing Sustainable Tourism Best Practices

Case n. 3: one case study from NECSTouR (Europe) (TBC)  
Case n. 4: one case study from ECOTRANS (Europe) (TBC)

**11:45 – 12:45** Generating successful project ideas from the study cases  
(Moderator: Alfredo XX)

**12:45 – 14:00** Networking Lunch

**Part II. Presentations based on Call for papers**

**14:00 – 16:00** Presenters selected for the papers submitted will present their case study (5 presenters TBC)

**18:00 – 10:00** Visit to a Sustainable winery and dinner in [Rioja Alavesa](#)

**Wednesday, July 2<sup>nd</sup> 2015**

*Leadership and Governance for Sustainable Tourism – Public Conference*

**Venue** Europa Congress Centre  
Avenida Gasteiz, s/n, 01009 Vitoria-Gasteiz

**8.30 - 9.00** Registration

**9:00 - 9:30** Opening speeches  
**Silvia Barbone**, *FEST*  
**Arantza Madariaga**, *BASQUETOIR*  
**Javier Maroto**, *Mayor of Vitoria-Gasteiz*

**Global and European Perspectives**

**Moderator:** TBC

**9:30 - 10:00** The 10 Year Framework Programme on Sustainable Tourism  
**Deirdre Shurland**, *Global Partnership for Sustainable Tourism Coordinator, UNEP*

**10:00 - 10:30** Leadership and Management in UNWTO projects  
**Dr. Hasha Varma**, *UNWTO*

**10:30 - 11:00** Sustainable Tourism Criteria and Certifications  
**Luigi Cabrini**, *GSTC Chair/ Advisor UNWTO*

**11:00 - 11:30** Coffee Break

**11:30 - 12:45** Euskadi-Basque Country: A model of the future (TBC)  
**Vitoria-Gasteiz**, European Green Capital 2012  
**Bilbao** as a model for urban renewal, World Mayor Prize 2014/UNESCO Creative city 2014  
**San Sebastian**, European Capital of Culture 2016

**12:45 - 13:30** Key international markets for Europe  
**Eduardo Santander**, *Director European Travel Commission*

**13:30 – 15:00** Networking Lunch

**15:00 - 16:00 Round Table**

Moderator: Jordi Treserras

1. Private-Public Partnerships in Tourism Development  
Katara Hospitality, or The Lusail Project, or the Olympics Committee in Qatar. (TBC)
2. The management model of the UNWTO Silk Road programme, **Alla Peressolova, UNWTO**
3. Cultural Projects for sustainable tourism, someone from UNESCO or how to involve tour operators in community based projects someone from a leading tour operator

**16:00 - 16:30** European Sustainable Tourism Indicators, ETIS Tool Kit - Final Results and Next Steps  
**Cinzia De Marzo, DG-GROW, EU Commission**

**16:30 – 17:00** EU Funding Opportunities for cooperation  
**Claus Schultze, Dg EU International Cooperation And Development**  
(TBC)

**17:00 – 17:30** Closing the Conference - The Declaration of Vitoria-Gasteiz  
**Silvia Barbone, FEST**

**20:30 - 22:30** Guided Tour and Gala Dinner at [Escoriaza – Esquivel Palace](#)

**Thursday, July 3<sup>rd</sup> 2015**

*Technical Study Visit*

**8:30- 15.30** Technical Study Visit at:  
[Ataria](#). Interpretation Centre of the Salburua wetlands (Vitoria-Gasteiz)  
[Añana Salt Valley](#), (Salinas de Añana)