

PM4SD® European Summer School | PRESS RELEASE
Seinäjoki, 30 June - 3 July 2014 **Seinäjoki University of Applied Sciences**



Leadership and Governance for Sustainable Tourism
*The 1st High level Summer School on Project Management for Sustainable Tourism
Gathering Key Donors, Policy Makers and Industry Representatives*

The Foundation for European Sustainable Tourism FEST and the Seinäjoki University of Applied Sciences SeAMK are pleased to announce the **Second Edition of the PM4SD European Summer School** in Seinäjoki from 30 June to 3 July 2014 on "Leadership and Governance for Sustainable Tourism".

The Summer School aims to address the professionalization of sustainable tourism project management and strategies together with key donors, policy makers, and industry representatives. FEST will present the **advantages of applying PM4SD®**, the first Sustainable Tourism Project Management¹ certified methodology based on efficiency management and focused on benefits, while involving donors throughout the project cycle life. The Summer School is organized in partnership with Helsinki University, Ruralia Institute, University Consortium of Seinäjoki, the Regional Council of South Ostrobothnia, Leeds Metropolitan University, George Washington University, JLAG, and NECSTouR.

Tourism is the third largest industry in Europe and the EU is promoting it as a vehicle for jobs and growth creation in sync with the EU2020 strategy (<http://ec.europa.eu/europe2020/documents/related-document-type/>). Donors are reluctant to support tourism investments, partly because of the lack of socio-economic impact data. With the upcoming EU Multiannual Financial Framework 2014 - 2020 approaching, **transparency and measurable data on benefits are needed more than ever to enable the European tourism industry** to influence the design of the Financial Framework and to implement **sustainable tourism policies favorable to local tourism communities**.

Seinäjoki is the centre of the Region of South Ostrobothnia and one of the fastest growing conurbations in Finland. Seinäjoki is situated in Western Finland, in the junction of five railways and national highways. Seinäjoki is known as **a city of education, hospital and health services, culture, sports, as well as of trade and business activities**.

Summer school calendar:

- **June, 30th** : Team building exercise and welcome dinner;
- **July, 1st** : Leadership and Governance in Sustainable Tourism (summer school);
- **July, 2nd** : Leadership and Governance in Sustainable Tourism (conference);
- **July, 3rd** : Technical Study Visit

Summer School contact Details:

Seinäjoki University of Applied Sciences,
Conference venue: Frami F, Kampusranta 11, Seinäjoki
<http://www.festfoundation.eu/>

Registration form:

<https://contio.fi/epmilm0/main.aspx?id=284>

¹ **PM4SD®** is the adaptation for the tourism sector of PRINCE2® (Projects in Controlled Environments), certified by APMG. In its pilot phase, PM4SD was taught in Jordan, Portugal, Spain, Belgium, Italy and United Kingdom at foundation level to **137 international tourism project managers representing 100 tourism organizations from 16 countries and 107 professionals are now certified in this methodology**.