

INFORMATIVE NOTE

PM4SD® Foundation Training Course

What is PM4SD®?

PM4SD® - *Project Management for Sustainable Tourism* – is the first methodology and qualification for designing and managing tourism projects with success.

The methodology is based on PRINCE2® - *Projects In Controlled Environments* – a structured method for effective project management, the *de facto* standard used extensively by the United Kingdom Government and widely recognized and used in the public and private sector, worldwide.

PM4SD® applies whenever an organization, whether public or private, needs to plan and manage a sustainable tourism initiative. It provides a guarantee for public authorities that the project will be transformed into concrete actions with clearly defined roles and responsibilities, and that these actions will have a real impact on local communities. It helps governments and companies to plan transparently and not to forget that every action must have correspondent benefits. It is a practice to be adopted for participatory, transparent and effective management.

PM4SD® is a certified methodology by APMG, a world leading examination institute that accredits training and consulting organisations, and manages certification schemes for professionals.

The Training Course

The PM4SD® Foundation Training Course is a three-day intensive course. Through dynamic lectures, case studies and small group interaction, you will be prepared to take your tourism management skills to the next level and enhance your contribution to sustainability.

The Foundation training will provide you with the knowledge and understanding to work effectively within a project management team to successfully deliver a sustainable tourism project.

The foundation level is also a pre-requisite for the practitioner certification.

Who can participate?

This qualification is aimed at programme managers, 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 organisations, Trade Bodies, Training organisations, Donors, Professionals, Tourism students, Policy Makers, Trainers, and Tourism Researchers are also invited to apply.

Modules

Overview, Principles and Tailoring of Project Management for Sustainable Development • Sustainable Tourism Indicators • Tourism Policies • Business Case Component and Reviewing Benefits of PM4SD Projects • Risk Issue and Change Management Component • Organization Component • Quality Component • Planning Component • Progress Control Component • Project Direction Process • Project Initiation Process • Stage Definition and Planning Process • Stage Control & Product Delivery Process • Project Closure Process • Stakeholder Management • Benefits Management • Destination Management

The examination



The PM4SD® Foundation examination is a closed-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 the last day of the training.
- The Foundation examination will be 40 minutes duration, 50 minutes for non-native English speakers and/or for people with disabilities.
- Each examination consists of 50 questions. The pass mark is 50% or more of the marks, i.e. 25 or more marks out of 50.

PM4SD Lead Trainer

Dr. Silvia Barbone, PM4SD® Lead Trainer. Silvia 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®.

How to register

To register, you must fill out the online registration form, available at www.jlageurope.com. Once you have submitted your registration, we will contact you.

We will ask to send us your cv to pm4sd@univco.it.

Please for any information contact: **Dott. Andrea Cottini** – pm4sd@univco.it +39 (0) 324 48 25 48 +39 (0) 324 46 876



Fees

The fee is 1200 euros, excluded VAT. It includes: tuition, educational materials, coffee breaks and light lunches.

Venue

Collegio Mellerio Rosmini
Via Antonio Rosmini, 24
I - 28845 – Domodossola (VB) – Italia

MORE INFO

<http://www.univco.it/corsi/pm4sd-presentazione/presentazione-7>

www.jlageurope.com

www.pm4sd.eu

<http://www.apmg-international.com/PM4SD.ASPX>

Languages

The training course will be delivered in English. The training course can be delivered in Italian upon request. Exams and the training material will be in English.

Jlag is the premier training provider for PM4SD. As founders of the Foundation for

European Sustainable Tourism (FEST), we are uniquely qualified to deliver this training. Accredited by APMG, we run regular courses in London, Rome and Brussels, with additional courses taking places across Europe and the Middle East. We also run

in-house training courses worldwide.

Facts & Figures

- We have delivered 15 Foundation and 5 Practitioner Training Courses;
- In 9 different countries: Jordan, Portugal, Spain, Italy, Belgium, United Kingdom and Czech Republic, Canada, Greece.
- To 200 tourism professionals
- Representing almost 100 organisations from 16 countries

www.jlageurope.com

Jlag Sustainable Planning & Development in the Glocal World