



INFORMATIVE NOTE

Co-operation for Leadership in Tourism (CoLeadTourism):
PM4SD™ Foundation Training Course in Sofia
31st of October – 4th of November 2016

What is CoLeadTourism?

Co-operation for Leadership in Tourism (CoLeadTourism) is a European project, co-funded by the Erasmus+ Programme of the European Commission working in partnership with the University of Malta, Cardiff Metropolitan University, Jlag, INTASAVE and the Bulgarian Economic Forum. Launched in 2016 CoLeadTourism will implement the groundbreaking Project Management for Sustainable Development (PM4SD) methodology as a blended learning capacity building tool that will train and empower professionals, civil servants and trainers with appropriate management skills and expertise to design and deliver transformative sustainable tourism projects. This will encompass: the development of 12 brand new case studies demonstrating the application of PM4SD in live and past projects; the development of new online training materials for a new online training platform and an up-to-date revision of the PM4SD handbook.

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 used extensively 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.

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The Training Course

The **PM4SD Foundation Course** in Sofia is a **5 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. Candidates will be able to apply and understand how to use PM4SD effectively in a project. Specifically, candidates will:

- Understand the relationships between successful project management and sustainable development;
- Be able to apply the PM4SD principles, components and processes to a project;
- Apply and implement Sustainable Tourism Indicators (e.g. ETIS, GSTC, etc.)

Who can participate?

This qualification is aimed at programme managers, project managers and aspiring project managers in the tourism industry. Public and private tourism organisations, Trade Bodies, Training organisations, Donors, Professionals, Tourism students, Policy Makers, Trainers, Tourism Researchers and Destination Management Organisations (DMOs) are also invited to apply.

Pre-requisites

To attend the training courses, the candidates should have, at least, one of the following:

- A tourism qualification or currently undertaking a tourism-related degree;
- Relevant experience in the tourism sector;
- Very good/excellent command of English: all training courses are delivered in English, as well as the exams.

For this purpose, upon application, we will ask you to submit your CV (mandatory) plus a motivation letter and the filled in application form, in order to assess your eligibility. The application form includes questions about your current work, which will also be relevant for your course admission.

Preparing for the course

It is very important to be prepared before joining class, so we invite our delegates to read and study the relevant training material. Selected candidates for the course, will receive

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instructions and guidelines to the relevant training materials prior to the training. Additionally delegates and non-delegates can purchase the paper version directly from the publisher's website (TSO), in advance:

- **Paper version:**

<http://www.tsoshop.co.uk/bookstore.asp?FO=1159966&DI=638716>

Please note that for standard deliveries within the United Kingdom, the delivery time is 2 to 3 working days and for standard international deliveries within Europe, the delivery time is between 8 and 11 working days.

The examinations

The **PM4SD Foundation examination** is a closed-book. It 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;
- The examination consists of 50 questions. The pass mark is 50% or more, i.e. 25 or more marks out of 50.

The invigilator will mark the Foundation exam immediately. If a candidate fails the Foundation paper, they can re-sit the exam with a Spare Foundation Exam Paper.

Certificates

The certificates for successful delegates are issued by APMG within 4 to 6 weeks of the release of the official results. They are sent directly to Jlag, who will send them to each delegate, within 2 weeks of receipt.

PM4SD Trainer

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.

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Susy Karmmel, PM4SD Trainer. Susy Karmmel is a consultant for sustainable development and tourism. For more than 15 years she has been working for different development organisations and tourism companies on corporate social responsibility as well as on marketing strategies for small and medium sized enterprises in tourism. Susy is specialised in creating partnership projects between public and private stakeholders with a sustainable agenda. Having worked in a travel agency and for Lufthansa German Airlines in Strategic Marketing and Sales, Susy has a strong understanding of the corporate sector in tourism and transport. She is an accredited trainer for PM4SD.

How to register?

To register, you must fill out the application form, available at <http://co-lead.pm4sd.eu> and send it together with your CV, the motivation letter and the application form until the 8th of October 2016 to training@jlageurope.com. Once you have submitted the registration, we will evaluate your application and respond to you between the 9th – 12th October 2016.

Selection criteria for training candidates:

1. CV showcasing relevant work experience in project management and tourism
2. Motivation letter
3. Current project work relevant for the application of the PM4SD methodology.
4. Meeting the extended deadline for application: 8th of October 2016

Fees

The training course including the training material is free of charge within the CoLeadTourism framework. There is however a minimum fee of EUR 60 for the certificate issued by APMG, which needs to be covered by each participant.

Payment

The payment methods include the following options:

- Bank transfer;
- Cash during the course;



Languages

The Training course is delivered in **English**.

All exams and the training material will be in English.

About Jlag

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.

Who can I contact for more information about the training course?

PM4SD Methodology & Course Logistics

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