

CoLead Tourism PM4SD COURSE INFORMATION

Co-operation for Leadership in Tourism (Co-Lead Tourism):

PM4SD™ Foundation and Practitioner Training Course at Cardiff Metropolitan University

**Dates: Monday 12th – Friday 16th June 2017 = 2 days Foundation, 3 days Practitioner.
(Delegates should participate for the full week)**

26th June – 12th July 2017 – Post Course Online Learning Support

What is Co-Lead Tourism?

Co-operation for Leadership in Tourism (Co-Lead Tourism) 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 and the Bulgarian Economic Forum.

Launched in 2016 Co-Lead Tourism will implement the ground-breaking Project Management for Sustainable Development (PM4SD) methodology with a new online training and learning capacity building tool that will empower professionals, civil servants and trainers with certified management skills and expertise to design and deliver transformative sustainable tourism projects and initiatives.

In addition to the face to face training in June, the training course will include pre and post online training materials and online learning tools which will help improve understanding and application of the PM4SD methodology. This includes an opportunity to complete 10 academic credits (Foundation) and 20 Academic credits (Practitioner) Work Based Learning Assessment to develop the application of PM4SD for your project and organisation.

Delegates should start reading the course material 4 weeks in advance of the course (15th May) and use the online platform as a resource for online training materials. The online training materials will be accessible to the PM4SD course participants via the MetConnect Platform, hosted by Cardiff Metropolitan University.

The online training materials will consist of a range of materials and guidelines which will enhance the learning of trainees through the following types:

- Discussion Forum for PM4SD topics
- Chat Facility for interaction between trainer and trainee
- Quizzes on PM4SD topics
- Powerpoint Presentations
- Online Lessons and Tutorials
- Guest Lecture Videos
- Word and pdf documents
- Web links to useful sources of information
- Themed Information folders
- Checklists
- Work Based Learning Assessment guidelines
- Assessment feedback facility

What is PM4SD?

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PRINCE2® is a registered trademark of AXELOS Limited

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 companies to plan transparently and not to forget that every project action must have correspondent benefits. It is a practice to be adopted for participatory, transparent and effective management of projects.

Benefits of completing and passing the Co-Lead **PM4SD Course**:

1. **APMG Certification in PM4SD Foundation and Practitioner Levels**
2. **To be prepared to become a PM4SD trainer**
3. **To be part of a European Network of Leaders in Tourism and Sustainability**
4. **Opportunity to complete a Work Based Learning Assessment and receive 10 Academic Credits (Foundation) and 20 credits (Practitioner) from Cardiff Metropolitan University**

The course prepares delegates to sit both the PM4SD Foundation and Practitioner examinations. Delegates will need to commit to revision and further study in the evenings during the course. The **Foundation** is a **two day** intensive training 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 delegates 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.)

The **Practitioner** is a **three day intensive training course, which** provides the opportunity gain a qualification that confirms whether delegates have achieved sufficient understanding of how to apply and tailor PM4SD in a scenario situation. A Practitioner candidate should, with suitable direction, be able to start applying the method to a real project but may not be sufficiently skilled to do this appropriately for all situations.

Pre-requisites for the Practitioner Course:

- Delegates must pass the PM4SD foundation course to continue with the Practitioner Course. This course is designed for people working in sustainable project management team roles such as Project Manager, Team Manager and Project Board members. It can also be applied in other management or support roles in an organization where a formal PM4SD practitioner qualification is required.

Practitioner Course Objectives

Understand the need for a sustainable project management method and how PM4SD meets that need by understanding the:

- The characteristics and context of a project and the advantages of adopting PM4SD
- The purpose of the PM4SD roles, management products and components
- The PM4SD principles
- The purpose, objectives and context of the PM4SD processes.
- Understand the relationships between the roles, management products, principles, components, techniques and processes
- Application of the PM4SD principles, components and processes to a project
- Creation and assessment of management products.

Who can participate?

This qualification is aimed at destination managers, planners, site managers, programme managers, project managers, lecturers 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 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 completed 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 instructions and guidelines to the relevant training materials and the online platform prior to the training. Additionally delegates and non-delegates can purchase the Handbook paper version directly from the publisher's website (TSO), in advance:

- **Paper version:**
<https://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 multiple choice exam. It is intended to address the knowledge and skills that demonstrate proficiency in the project management method PM4SD.

- The exam session will take place on the morning of third day of Foundation 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.

The **PM4SD Practitioner Examination** is an open-book exam. It is intended to address the knowledge required for the application of the PM4SD methodology with the view to manage a project.

Objective testing

- 8 questions per paper, with 10 marks available per question
- 40 marks or more required to pass (out of 80 available) - 50%
- 2 ½ hour duration
- Open book exam (PM4SD manual only).

The practitioner exam will be marked at the APMG Head office and delegates will receive their grade within two-three weeks of the final exam which will take place on the Friday 16th June 2017

Certificates

The certificates for successful delegates are issued by APMG within 4 to 6 weeks of the release of the official results.

PM4SD Trainers

Silvia Barbone is the PM4SD Lead Trainer and 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.

Susy Karammel, accredited PM4SD trainer. Susy Karammel is a professional 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 and send it together with your CV, the motivation letter and the application form **by the 31st March 2017** to Louise Ballantyne at csmresearch@cardiffmet.ac.uk. Once you have submitted the registration, we will evaluate your application and respond to you on the basis of the following criteria:

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 deadline for application: 31st March 2017

Fees and Payment

The training course including the training material is free of charge within the Co-Lead Tourism framework. There is however a minimum fee of £135 for the Foundation and £190 for the Practitioner which includes the cost of the exam and certificate issued by APMG, which needs to be covered by each participant. The payment method is via Bank transfer (CHAPS or BACS) which will be paid prior to the course by the 14th April 2017

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), Jlag are uniquely qualified to deliver this training. Accredited by APMG, Jlag 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.

About Cardiff Metropolitan University

With 12,000 students registered at Cardiff Met, it is ranked as the top UK University for overall international student support six years in a row, Cardiff Metropolitan University is proud to educate students from over 140 countries worldwide and be associated with a number of high-calibre partners in the UK and internationally.

Cardiff Metropolitan University is a research and business orientated university. Research is at the heart of Cardiff Met and its Schools, engaging in research that is at the interface of new knowledge creation and its application. With an excellent track record in applied research, supported by a strong base of expertise and advanced scholarship, the University's research has direct application in business, industry, the professions and the community at large. With our business-orientated approach Cardiff Metropolitan University focuses on the needs of industry, commerce, public and voluntary sector organizations. Our strong research and teaching base provide the platform for the development of a wide range of services relevant to many types of industries.

**International Student Barometer (ISB) survey*

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

PM4SD Course Logistics and Registration

Louise Ballantyne

Liaison Administrator Cardiff Metropolitan University

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