



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.

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PROJECT MANAGEMENT
FOR SUSTAINABLE DEVELOPMENT

**THE INTERNATIONAL QUALIFICATION
FOR TOURISM PROJECT MANAGEMENT**



LEARN how to get funding support for your tourism projects
funding is spent **CERTIFY** your competences in sustainable tourism management
INCREASE productivity **ENHANCE** your career **TRANSFORM** your project ideas
into concrete actions **APPLY** the sustainable tourism indicators with method
NETWORK with key tourism players **DEVELOP** new fresh tourism project ideas

MANAGE your sustainable tourism project successfully
your destination
with sustainability **DESIGN**
successful and sustainable tourism projects

PLAN
your destination
with sustainability **DESIGN**

Managing Tourism with Success

COURSES AND QUALIFICATION

Through dynamic lectures, case studies, and small group interactions, you will be prepared to take your tourism management skills to the next level and enhance your contribution to sustainability.

1. FOUNDATION LEARN

3 DAYS INTENSIVE COURSE & FINAL EXAM

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.

2. PRACTITIONER APPLY

2 DAYS INTENSIVE COURSE & FINAL EXAM

A certified practitioner will have the skills to successfully manage and deliver a sustainable tourism project using PM4SD.

3. SUMMER SCHOOL NETWORKING

3 DAYS

A Summer School in Leadership and Management in Sustainable Tourism takes place each year in a different European country. An event to discuss and exchange knowledge, and present innovative projects in sustainable tourism.

PM4SD®

Project management and sustainable tourism: this combination forms the basis of PM4SD®. Through the PM4SD qualification, you will build your skills to implement best practices in sustainable tourism. The PM4SD qualification is the next step for anyone involved in this growing industry looking to further demonstrate their commitment to sustainable tourism. PM4SD methodology is based on PRINCE2™ a structured method for effective project management, the *de facto* standard used by the United Kingdom Government and widely recognized 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 donors and implementers that the project will be transformed into concrete actions, it will be managed with clearly defined roles and responsibilities, and it will have a sustainable impact on local communities. The PM4SD examination body is APMG International and FEST, the Foundation for European Sustainable Tourism, owns the copyright.

www.pm4sd.eu



This PM4SD new training manual and course are long overdue. For many years donors and government agencies have funded tourism projects with the intention of making tourism more sustainable. However the objectives of the projects have often been imprecisely defined, sometimes very vague.

Prof. Harold Goodwin

During the last years many tourism projects and funds at European level have not created the desired impact. Many opportunities have been missed. A change is due, for transforming European natural and cultural resources in sustainable attractions. I do wish that thanks to PM4SD® new project managers and policy makers will be trained to boost the tourism industry.

Gianni Pittella

Vice-President European Parliament