

PM4SD European Summer School | PROVISIONAL PROGRAMME

Leadership and Governance in Sustainable Tourism

Seinäjoki, Finland, July 2014 **Seinäjoki University of Applied Sciences**
Frami F, Kampusranta 11, FI-60101 Seinäjoki, Finland



Under the High Patronage of the European Parliament

“**Leadership and Governance in Sustainable Tourism**” is the first High Level **European Summer School** to address one of the most important themes in the tourism industry: **how to improve sustainable tourism project success and monitor the benefits of funded initiatives.**

The Summer School is for project management practitioners, funders, policy makers, academics and entrepreneurs. The event promotes PM4SD™ as the methodology to apply in tourism projects and to discuss the professionalization of project management in sustainable tourism.

The 2014 edition is organised by the **Foundation for European Sustainable Tourism - FEST and the Seinäjoki University of Applied Sciences - SeAMK**, in partnership with **Ruralia Institute of the Helsinki University, University Consortium of Seinäjoki, the Regional Council of South Ostrobothnia, Leeds Metropolitan University, the George Washington University, Jlag and NECSTouR.**

The “Leadership and Governance in Sustainable Tourism” Summer School lasts 3 days and it has been designed to take place each year in a different European country. The 2nd edition will take place from the **1st of July to 3rd of July in Seinäjoki**, and it will be hosted by **Seinäjoki University of Applied Sciences.**

The Summer School aims to be:

1. A **knowledge hub** to share practices on how to plan and manage tourism funding with sustainability
2. A **knowledge hub** to improve project management and effectiveness in the tourism sector
3. A **training event** leading to a qualification for trainers and senior practitioners in project management for sustainable tourism
4. A **funding marketplace** to develop joint funding proposals, developing concept notes and matching skill sets between professional project managers and organisations
5. A **networking event** to disseminate best practices and papers related to the theme “Project Management and Sustainable Tourism”
6. A **leading event** to promote PM4SD™ as best management practice

Summer School Programme

Monday, June 30th 2014: Welcome Day - Arrival and Team Building activities

Welcome Dinner (to be confirmed)

Tuesday, July 1st 2014: Leadership and Governance in Sustainable Tourism - Summer School

Venue: Seinäjoki University of Applied Sciences, Frami F110, Kampusranta 11, Seinäjoki, Finland

8:30 - 9:00 Registration

9:00 - 9:15 Official Opening and Welcome, **Silvia Barbone**, *FEST*

PART 1 - PLAN: Vision, Strategy, Leadership, Responsibility Moderator: **Dr. Xavier Font**, *Leeds Metropolitan University*

9:15 - 9:45 Build your strategic tool box for planning sustainable tourism initiatives (planning tools, partners, knowledge, skills, policies, etc.), **Silvia Barbone**, *FEST*

9:45 - 10:45 Case Studies - Presentations and lessons learnt from Sustainable Tourism Best Practices

9:45 - 10:15 Case Study on the Caribbean Fish Sanctuaries Partnership Initiative (C-FISH), **Rachel McCaffery**, *the INTASAVE Partnership and CARIBSAVE*

10:15 - 10:45 Small scale project, **Armine Israyelyan**, *Enterprise Development & Market Competitiveness Project, USAid*

10:45 - 11:15 Coffee Break

11:15 - 12:45 Brainstorming: Generating successful project ideas

12:45 - 14:00 Lunch

PART 2 - DELIVER: Skills, Tools, Roles

14:00 – 16:00 Technical Workshops

14:00 - 15:00 How to increase your productivity including team management (expert to be appointed)

15:00 - 16:00 How to use media for the advantage of your project (writing press releases, project info for the social media), **Eva Kiviranta**, *Finnish Tourist Board*

16:00 – 16:30 Conclusions from the Technical Workshops

16:30 – 17:30 Networking Coffee Break

17:30 - 18.00 Closing of the Day

19.30 - 22-00 “Mid-night Sun”

Tuesday, July 2nd 2014: Leadership and Governance in Sustainable Tourism - Conference

Venue: Seinäjoki University of Applied Sciences, Frami F110, Kampusranta 11, Seinäjoki, Finland

8.30 - 9.00 Registration

9:00 - 9:30 Opening speeches

Silvia Barbone, FESTA

Anne-Maria Mäkelä, Seinäjoki University of Applied Sciences

Representative from the Ministry (tbc)

Ulla Jussila, Managing Director Etelä-Pohjanmaan Matkailu Oy/South Ostrobothnia Tourist Service

Asko Peltola, Regional Mayor of South Ostrobothnia, Regional Council of South Ostrobothnia

Morning Session: Global and European Perspectives

Moderator: **Anne-Maria Mäkelä**, Seinäjoki University of Applied Sciences

9:30 - 10:00 Successful Tourism Strategic Plans for Destinations – Global Perspective, **Dr. Harsh Varma**, Director of Technical Cooperation, UNWTO

10:00 - 10:30 Presentation by **Annelies Waegeman**, European Travel Commission

10:30 - 11:00 Coffee Break

11:00 - 11:30 Private Sector Partnerships in Tourism Development and Project Management, **Kelly Galaski**, Planeterra, Canada

11:30 - 12:00 EU ETIS Tool Kit - First Results and Next Steps, **Cinzia De Marzo**, DGENTR, Unit E1 – Tourism Policy, EU Commission

12:00 - 12:30 Managing the Maturity of Tourism Destinations: the Challenge of Governance and Product Innovation, **Prof. Antonio Paolo Russo**, Universitat Rovira i Virgili, Tarragona, Spain

12:30 - 13:30 Networking Lunch

Afternoon Session: Call for Papers

Moderator: **Dr. Xavier Font**, *Leeds Metropolitan University*

13:30 - 15:00 Parallel Sessions (Call for Papers)

1. Best Practices in combing Tourism and Green Care; moderator **Anne Matilainen**, *Ruralia Institute, University of Helsinki*
Venue: Frami F 209 (2nd floor)
2. Stakeholder Management (tools and techniques); moderator **Kelly Galaski**, *Planeterra, Canada*
Venue: Frami F 144
3. Successful strategic plans (case studies); moderator **Dr. Xavier Font**, *Leeds Metropolitan University*
Venue: Frami F 110

15:00 - 15:30 Coffee Break

15:30 - 16:00 Conclusions from the Parallel Sessions by Moderators Venue: Frami F 110

16:00 - 16:30 Presentation by EU (tbc) incl. Q & A

16:30 – 17:00 Closing the Conference, **Dr. Xavier Font**, *Leeds Metropolitan University*

19:30 - 21:30 Dinner at **Törnävä Manor**, hosted by the **City of Seinäjoki**

Wednesday, July 3rd 2014: Technical Study Visit

8:30- 12:30 Technical Study Visit

An unforgettable experience!

Come and enjoy a **river cruise on a 52-seat ferry called Jaakko Ilkka**, a local hero from the past. On the way to a "river sauna" with special history, you can see lovely bridges and Ostrobothnian scenery with pompous two-story farmhouses. There is a toast to the nature, accordion music and a possibility to sing together on the ferry. The lunch served at the sauna on this half a day excursion is from locally sourced ingredients - and coffee made on an open fire tastes just fantastic.