



## PM4SD European Summer School | PROGRAMME

Leadership and Governance for Sustainable Tourism: Overtourism at Destinations

**October 4-8 Oct<sup>th</sup> 2017**

Sila National Park Visitor Center “Il Cupone”

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

The Summer School is for tourism leaders and destinations, project management practitioners, funders, policy makers, academics, students and entrepreneurs. The event promotes PM4SD™ as the methodology to apply for planning and implementing transformative tourism projects.

The 2017 edition is a 3-day event, co-organised by the **Foundation for European Sustainable Tourism (FEST)**, the **European Travel Commission (ETC)**, and the **Sila National Park** and addresses one of the key theme in sustainable tourism: **crowd and visitor management.** Participants, after the 2 days meeting, will have the opportunity to discover the beauty of Sila National Park an Italian hidden gem with an outstanding landscape.

The Summer School will contribute to the 2017 International Year of Sustainable Tourism for Development producing a call for action.

The 2017 Summer School aims to be:

- A **knowledge hub** to share and transfer successful practices on sustainable tourism and crowd management
- A **training event** for donors and implementers to plan and manage tourism funding with sustainability
- A **funding marketplace** to develop joint funding proposals, developing concept notes and matching skill sets between professional project managers and organisations
- A **networking event** to facilitate strategic alliances
- A **leading event** to promote PM4SD™ as best management practice

## 2017 PM4SD Summer School Programme

### Wednesday, October 4<sup>th</sup> 2017

**Welcome Day:** Arrival and Team Building activities

Arriving in Lorica via shuttle from Lamezia Airport or Cosenza train station  
Check-in at Lorica or Camigliatello hotels for 4 nights

**20:00**            **Welcome Dinner and Networking**

### Thursday, October 5<sup>th</sup> 2017

**Venue:** Sila National Park Visitor Center “Il Cupone”

#### **Leadership and Governance in Sustainable Tourism – Case Studies**

**9:00**            *Drive from Camigliatello to Il Cupone next to Cecita Lake*

**9:30 10:00**    **Registration**

**10:00**            **Opening and Remarks**

**Sonia Ferrari**, *Special Commissioner Sila National Park*  
**Silvia Barbone**, *Fest Director*  
**Eduardo Santander**, *CEO European Travel Commission*,  
**Dorina Bianchi**, *Secretary of State, MIBACT*  
*(Italian Ministry of Cultural Heritage and Activities and Tourism)*  
**Marco Magnifico**, *VicePresidente FAI*

#### **SESSION 1**    **Managing tourism products: seasonality and visitor management**

Moderator **Deirdre Shurland**, *Consulting Tourism Specialist / FEST Board Member*

**10:30 11:00**    **Sonia Ferrari**, *Strategic planning to develop sustainable tourism in natural protected areas: The case of Sila National Park*

**11:00:11:30**    **Paolo Verri**, *General Director, Matera - Basilicata 2019 Foundation*  
“Matera: European Capital of Culture 2019”

**11:30 12:00**    **NETWORKING CAFÈ**

**12:00 12:30**    **Lyndsey Jackson**, *Edinburgh Festival Fringe Society*,  
“The Edinburgh Fringe Festival”

**12:30 13:00**    **Carol Hay**, *Director of Marketing UK & Europe, Caribbean Tourism Organization Destination*  
“Caribbean SIDS disaster management: promoting climate smart and resilient tourism destinations”.

**13:00 14:00**    **NETWORKING LUNCH**

#### **SESSION 2**    **Tools and Skills for planning, managing and measuring sustainable tourism**

Moderator: **Silvia Barbone**, *FEST*

**14:00 14:30**    **Mónica Cerdán Chiscano**, *School of Tourism and Hospitality Management Sant Ignasi*,  
“Promoting accessible tourism for all. The case of outdoor and urban routes”

- 15:30 16:00** PM4SD and Global Sustainable Tourism Council Criteria based Certification Schemes.  
**Anne-Maria Mäkelä**, *PM4SD trainer*  
**Mike Dollins**, *PM4SD Trainer*  
**Ioannis Pappas**, *GSTC board member and trainer*
- 16:00 16:30** **Daniele Donnici**, Sila Destination Project, Invitalia Project winner
- 17:00** Meeting with **Mirella Stampa Barracco** *Naples 99 Foundation President*, who will present two cultural international projects she has realised in Sila.
- 17.15** Visit at the Immigration Museum "La Nave della Sila"
- 18:30** Visit at the Old Calabria Park
- 19:30 22.00** **Dinner** at Torre Camigliati

## Friday, October 6th 2017

**Venue:** Sila National Park Visitor Center "Il Cupone"

### **Leadership and Governance for Sustainable Tourism – Public Conference** "Managing Tourism Destinations: How much is too much?"

**9:00** Drive from Camigliatello to Il Cupone next to Cecita Lake

#### **9:00 9:30 WELCOME AND REMARKS**

**Silvia Barbone**, *FEST and Summer School Director*  
**Prof. Sonia Ferrari**, *Special Commissioner Sila National Park*  
**Gerardo Mario Oliviero**, *President Calabria Region*

#### **SESSION 1** **Policies, Regulations, Funding Opportunities for Destination Management** Moderator **Yolanda Perdomo**, *UNWTO*

#### **9:30 10.30 KEYNOTE SPEAKERS AND DEBATE**

##### **Dave Randle**

*Director of the University of South Florida's Florida's Patel College of Global Sustainability*  
 "Village Nature" a European partnership investment Disneyland and Pierre & Vacances

**István UJHELYI**, *Vice-Chair TRAN Committee on Transport and Tourism*,  
 "The new European Communication on Tourism European Commission, Policies for Managing Issues of the New Accommodation (Sharing) Economy TBC"

##### **Hermione Nevill**, *World Bank*

Funding 21<sup>st</sup> Century Tourism Destination Development and Management

#### **10.30 11:00 COFFEE BREAK**

#### **SESSION 2** **Managing tourism destinations: Adventures of "Overtourism"** Moderator: **Luigi Cabrini**, *Global Sustainable Tourism Council*

**11:00 11:30** **Jordi William Carnes**  
*Barcelona Tourism Convention Bureau*

- 11:30 12:00**     **Mia Lammens**  
*Visit Flanders*  
Research Results on carrying capacity “Residents in Bruges”
- 12:00 12:30**     **Andreas Babounis**  
*Mayor of Sifnos, Greece*  
Seasonality and over-tourism in a small and authentic island
- 12:30 13:00**     **Roger Goodacre**, *Chairman, Tourism Consultants Network*,  
“Managing capacity at key attractions in emerging markets: contrasting strategies in Rwanda and Uganda”.
- 13:00 14:00**     **LUNCH**
- SESSION 2**     **Managing tourism destinations. Traveller and Consumer Responsibilities**  
Moderator: **Benjamin Carey, Tourism Society**
- 14:00 14:30**     **ATTA**, Adventure Travel Trade Association,  
The sustainable development of adventure tourism
- 14:30 15:00**     **Salli Felton**  
*The Travel Foundation*  
“Sustainable Holidays – Who’s Responsible”
- 15:00 15:30**     **Concetta Caravello**  
*Welcome Chinese*  
“How sustainable tourism is important for Chinese visitors”
- 16:00 16:30**     **Teodora Marinska**  
*European Travel Commission*  
“2018 EU-China Tourism Year”
- 16:30 17:00**     **CLOSING THE CONFERENCE – SILA CALL FOR ACTION**
- 19:00**            **JAZZ CONCERT AND FAREWELL DINNER**

## **Saturday, October 7th 2017-07-14**

**Technical Study Visits** Carbon free tourism: preserving and restoring the natural heritage

- 9:00**            Departure from Camigliatello
- 9:20**            Visiting Camigliatello ski-lift and Mount Curcio (1.788 m / 5,866 ft)
- 11:30**           Visiting the Sbanditi Arboretum
- 13:00**           Visiting the Golia-Corvo State Reserve
- 13:30**           Lunch a light packed lunch, Golia-Corvo refuge
- 15:30**           Visiting Silvana Mansio Village
- 16:30**           Visiting Carlo Magno refuge and cross-country ski center
- 17:30**           Visiting Lorica and Lake Arvo
- 19:00**           Drive to Camigliatello

*\*The programme of the technical study visit could be changed in case of rain or difficult weather conditions*