

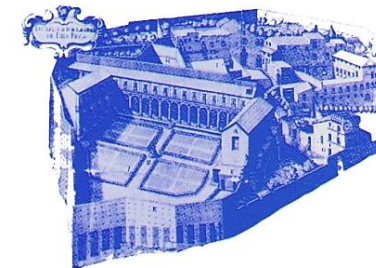
Il Convegno si propone come occasione internazionale di studio e confronto sulla capacità di programmazione dei territori e sulla modalità di gestione dei finanziamenti dedicati al turismo in una prospettiva di sostenibilità. Si presenteranno inoltre ricerche dedicate ai migliori casi studio sul management nel settore del turismo con i grandi esperti mondiali del turismo sostenibile e rappresentanti delle istituzioni europee. Si concorderà, infine, la Dichiarazione di Napoli su "la gestione efficace dei progetti e degli eventi per il turismo".

L'incontro si inserisce all'interno della International Summer School, che nasce (per la prima volta in Italia) per professionisti del management, politici, docenti e imprenditori per avviare la nuova metodologia e qualifica PM4SD™ "Project Management per lo Sviluppo Sostenibile". Il Comitato include rappresentanti dell'UNEP, dell'UNDP, del NECSTouR, del Programma Euromed Heritage, di FEST, di JLAG, della Leeds Metropolitan University, dell'Università degli Studi Suor Orsola Benincasa di Napoli, dell'Università degli Studi del Sannio e del Comune di Frigento.

"Leadership and Management 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.

International donors - UNEP, European Commission, the European Investment Bank, GIZ, - and a wide audience representing the international tourism stakeholders, from policy makers, academics to entrepreneurs coming from Europe, Med countries, United States, India, Thailand, are travelling to Naples to express this common concern, explore how PM4SD™ can contribute to monitor the benefits of Sustainable Tourism funded initiatives and built up the Naples Declaration.

UNIVERSITÀ DEGLI STUDI
SUOR ORSOLA
BENINCASA



LEADERSHIP AND MANAGEMENT IN SUSTAINABLE TOURISM

INTERNATIONAL
CONFERENCE

10-11 July 2013
Napoli, c.so Vittorio Emanuele 292



unisob.na.it

10 JULY – AULA MAGNA

MODERATOR, Xavier Font, *Leeds Metropolitan University*

9:00 Registration

9:30 Official opening

Lucio d'Alessandro, *Chancellor of University Suor Orsola Benincasa*

Filippo Bencardino, *Chancellor of University of Sannio*

Paola Villani, *University Suor Orsola Benincasa*

MariaRosaria Napolitano, *University of Sannio*

Luigi Famiglietti, *Member of the Italian Chamber of Deputies*

10:00 Introduction and presentation of "Project Management for Sustainable Development" (PM4SD™)

Silvia Barbone, *Foundation for European Sustainable tourism*

Sustainable tourism project management in leading European tourist destinations

Paolo Bongini, *NECSTour President*

Why do sustainable tourism projects fail or succeed?

Harold Goodwin, *Leeds Metropolitan University*

PM4SD™, a new certification for the tourism sector

Alan Harpham, *APMG*

How is the UNDP introducing project management methodologies to reduce risk of failure?

Massimiliano Riva, *United Nations Development Programme*

12:00 Coffee break

12:30 How is the Global Partnership for Sustainable Tourism assuring sustainability in tourism projects?

Deirdre Shurland, *United Nations Environment Programme*

Lessons learned from the management of large scale funded programmes.

Christian Dabdoub Nasser, *Euromed Heritage Programme*

European tourism system of indicators for sustainable

management.

Cinzia De Marzo, *European Commission*

Lessons learned from the SNV tourism programme

John Hummel, *Senior Adviser Community Based Tourism International Research for Development Center (CBT-IRDC), Chiang Mai, Thailand*

The Aura of Power, Leadership, Authority and Participation

Ugo Morelli, *University of Bergamo*

Opportunities from the European Investment Bank for the tourism sector

Brian Field, *Urban Planning and Development Adviser, European Investment Bank*

Development of the "Naples Declaration" on the effective management of donor funded tourism projects

PM4SD™ Delegates ceremony. Delegates will receive PM4SD certificates by Alan Harpham, *APMG*

Coffee and Networking time *Matchmaking teams for funded projects. Identification of funding lines and project concepts*

(All participants are welcomed to bring display information on their projects or organizations to facilitate speed dating to develop funding proposals)

11 JULY – SALA PROIEZIONI

Conference continuation

The purpose of this day is to analyse in more detail actual practices of project management in different geographical and organisational locations.

9:00 Practical workshops

THEME 1 - Defining success in project management

MODERATOR, Dr Xavier Font, *Leeds Metropolitan University*

Why do sustainable tourism projects fail or succeed?

Frederic Thomas, *University of Paris 1 - Pantheon Sorbonne, France*

Critical success factors for donor funded project success: results from a Delphi study to inform the Global Partnership for Sustainable Tourism

Dr Xavier Font, *Leeds Metropolitan University*

UNCTAD TrainForTrade Sustainable Tourism for Development project in Angola

Dominique Verdugo, *Independent consultant, France*

"Angels for Travellers". Effective community based tourism best practice

Stefano Consiglio, *University of Naples, Federico II*

EUROPARC's experience in sustainable tourism project management

Paulo Castro, *Treasurer and council members of EUROPARC*

THEME 2 - Leadership models and management skills

MODERATOR, Cristina Nunez, *NECSTour*

Conceptualising and aligning leadership style to successful performance in sustainable tourism.

Dr Andrew Jones & Dr Sivlio De Bono, *University of Malta, Malta*

The role of NGOs in the successful implementation of sustainable tourism projects

Carolin Stamm, *BEST-Sabel-Hochschule Berlin, Germany*

Application of Concepts in Project Management -

A Case for Unsoiled and Hygienic Tourist Destinations in the Hills of NorthEast India

Dr Tridib R. Sarma, *Tezpur University, India*

Destination Management - an integrated view through Dark Sky Alqueva, a Starlight Tourism Destination

Apolonia Rodriguez, *Genuineland - Village Tourism, Portugal*

TourEurope, Exchange Programme for Tourism Entrepreneurs

Valeria Fantozzi, *Federturismo*

12:30 Plenary – concluding remarks and Next Steps of Summer School

(All participants are welcomed to bring display information on their projects or organizations to facilitate speed dating to develop funding proposals)

PER REGISTRARSI

<http://pm4sd.eventbrite.co.uk/>

PER INFO

<http://pm4esd.eu/training-courses/summer-school/>

CONTATTI

summerschool@pm4sd.eu