

# Embedding sustainability into tourism projects and initiatives

**The contribution of tourism to economic activity worldwide is estimated at some 5%, while it is estimated it generates 10% of European Union (EU) GDP.**

**It is therefore critical that projects and initiatives undertaken in this vital sector are managed effectively and are sympathetic to conditions specific to the sector.**

**PM4SD (Project Management for Sustainable Development) has been designed as a methodology to be used by local, regional and national governments, companies and stakeholders operating in the tourism and cultural sectors.**

Based on the world-renowned PRINCE2® project management methodology, and tailored specifically to the tourism and cultural sectors, PM4SD addresses the need for a project management approach specific to the tourism sector that supports global objectives for sustainable tourism.

Sustainability is a key underpinning to the PM4SD guidance, aiming to ensure the protection and safeguarding of European

territories, their environments and related economic development impact when undertaking projects in the sector.

PM4SD aims to ensure sustainable tourism projects and initiatives that:-

- Make optimal use of environmental resources;
- Respect the socio-cultural authenticity of host communities;
- Ensure viable, long-term economic operations, providing fairly distributed socio-economic benefits to all stakeholders; and
- Support tourism policies at all levels that are competitive, sustainable, modern, socially responsible and accessible to all citizens.

PM4SD was developed in conjunction with and is supported by **FEST - The Foundation for European Sustainable Tourism**. FEST is a not-for-profit organization that supports governments, organizations and academies to plan, deliver and manage tourism projects and programmes with sustainability. Further information on FEST is available via their website: [www.festfoundation.eu](http://www.festfoundation.eu).

## FURTHER INFORMATION

### WHO IS IT FOR?

PM4SD is tailored to suit the needs of everyone involved and interested in the management of projects that develop sustainable tourism. This includes:-

- Professionals involved in the day-to-day management of tourism initiatives (projects, programmes, strategies) for sustainable development: project/programme managers and executives, project officers and stakeholders, and tourist operators.
- Professionals involved in decision making at a local, regional, national or international level in the fields of sustainable development policy, tourism and cultural heritage management.

Find out more online at [www.apmg-international.com/PM4SD](http://www.apmg-international.com/PM4SD)

### Qualifications available:

- FOUNDATION (multiple-choice)
- PRACTITIONER (objective-testing)

### You may also be interested in:

- Better Business Cases
- Managing Benefits
- PRINCE2®
- Project Planning & Control
- Stakeholder Engagement

