Project Management for Sustainable Development (PM4SD®) certification

Supporting sustainable tourism objectives
Learn how to plan & deliver sustainable tourism & development projects

The contribution of tourism to economic activity worldwide is estimated at some 5%.

As the tourism industry continues to develop, the potential impact on natural resources, destinations and the local population can be significant.

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.

PM4SD® training & certification is available via APMG accredited providers. Training and certification help candidates to:

- Understand the characteristics and context of sustainable tourism development projects and the advantages of adopting PM4SD.
- Apply PM4SD principles, roles & components to sustainable development projects.
- Embed sustainability principles into tourism and development projects and initiatives.
- Secure support and funding for tourism and development projects.
- Adopt a proven and consistent approach to the planning, design and execution of sustainable development & tourism projects.

Who Is It For?

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

Qualifications Available

- Foundation
- Practitioner

You may also be interested in:

- Better Business Cases
- Managing Benefits
- Stakeholder Engagement

Find out more online at: apmg-international.com/PM4SD

PM4SD was developed in conjunction with FEST (The Foundation for European Sustainable Tourism), a not-for-profit organization that supports governments, organizations and academies to plan, deliver and manage tourism projects and programmes with sustainability.

Find out more at: www.festfoundation.eu

Professional certifications designed to help individuals and their organizations perform more effectively.