



## VI PM4SD European Summer School | TENTATIVE PROGRAMME

Leadership and Governance for Sustainable Tourism

### Skills, Careers and Strategic Alliances for Sustainable Tourism

**October 9-12 Oct<sup>th</sup> 2018**

Villages Nature ® Paris

Leadership and Governance for Sustainable Tourism is the PM4SD (Project Management for Sustainable Development) annual Event. The 2018 edition will be a major EU event in partnership with the **Next Tourism Generation consortium** led by **Federturismo Confindustria**, and in collaboration with **FEST** (Foundation for European Sustainable Tourism), **ETC** (European Travel Commission), the **Blue Community Consortium** and **Villages Nature ® Paris** as key partners.

The 2018 Summer School is the first public event for the EU initiative [Next Tourism Generation Alliance](#) (NTG), and the selected theme is The 2018 selected theme is: “Skills, Careers and strategic alliances for Sustainable tourism”. NTG is the first European partnership and alliance to create transformative cooperation for skills and careers between education and industry in five key tourism sub-sectors: hospitality, food and beverage operations, travel agencies and tour operators, visitor attractions and destination management

The event is for tourism leaders and destinations, planners, trainers, funders, policy makers, academics, students and entrepreneurs. It brings together key representatives of the tourism sector: donors, representatives of European and international organizations, policy makers, industry representatives, project management practitioners, academics, planners, investors and entrepreneurs.

### Structure

The Summer School is structured as a peer to peer event. It will last 3 days and it will be held October 9-12, 2018.

The structure is as follows:

- 2 days that will include a mix of key note speakers, practical workshops, training activities and experiential learning in the most sustainable tourism resort in the world. Guided tours of some of Villages Nature best practices will also be included.

- 1 day dedicated to Theme Parks, Disneyland Paris theme parks: Disneyland, Walt Disney Studios, or visit to Disney Village, excursions to surrounding areas including Paris or other Villages Nature activities.

### Venue

The event will be held from the 9th to the 12th of October to celebrate the one year Anniversary of the Opening of Villages Nature ® Paris. It will take place at Villages Nature ® Paris located adjacent the Davy Crockett Ranch in Euro Disney and adjacent to two

national forests, is a green destination in the heart of nature. Villages Nature Paris, a joint venture with Pierre et Vacances and Euro Disney, it excels as a model for sustainable tourism using primarily geothermal energy, sending zero waste to landfill, having no automobiles in the Village, and more. The resort also prioritizes sourcing local food, using fair trade products, practicing water conservation, and protecting biodiversity. Villages Natures is said to be the most sustainable tourism resort in the world. It recently received the World Hospitality award for Best Sustainable Development and Social Responsibility Initiative.

Guests are encouraged to arrive by high speed train as they will not need a car during their stay. Speakers and participants will enjoy together plenty of social activities to discover Villages Nature including the Aqualagon, BelleVie Farm, Forest of Legends, Extraordinary Gardens, Lakeside Promenade and more. The event promotes PM4SD™ as the methodology to apply for planning and implementing transformative tourism projects.

[Watch Introductory Video](#)

## 2018 PM4SD Summer School Programme

### Tuesday, October 9th 2018

**16:00**      *Registration Opens*  
**18:00**      *Opening Reception / Dinner*

### Wednesday, October 10th 2018

**9:00-10:00**      Registration

**10:00**      Opening and Remarks  
**Catherine Powell**, Présidente for the Euro Disney group,  
**European Commission Representative.**  
**Silvia Barbone**, Fest Director and Federturismo Confindustria EU representative  
**Eduardo Santander**, CEO European Travel Commission,

**SESSION 1**      **Next Tourism Generation Alliance: partnerships and alliances for human capital development**  
Moderator **Silvia Barbone**, Next Tourism Generation partner coordinator, Federturismo Confindustria

**10:30 10.50**      Dr. Sheena Carslile Cardiff Metropolitan University, *Closing the sustainable tourism skills gap in Europe*

**10.50 .11.10**      Dr. Corné Dijkmans, Breda University of Applied Applied Sciences Academy for Tourism, *Closing the digital tourism skills gap in Europe*

**11.10 .11.30**      NESTA's representative, Nesta is a global innovation foundation, Ideas to empower young people in a changing economy

**11:30 12:00**      Networking Café

**12:00 12:20**      **UNWTO**, Priorities for human capital development

**12:20 12:40**      **WTTC**, Policies and strategies for skills empowerment

**12:40 13:00.**      **Debate**

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

**SESSION 2**      **Skills, Training and Careers for sustainable tourism: best practices from the industry**  
Moderator: **Leontine Onderwater, ATLAS**

**14:00-14:20**      **Marie Balmain**, Directrice RSE & Fondation chez Groupe Pierre & Vacances Center Parcs

**14:20-14.40**      **Roisin McKee**, People 1st

**14.40 -15.00**      **Nikki White**, Abta

**15:00-16:00**      **Best practices from Hungary, Spain, Bulgaria, Italy**

**16:30**      Blue Mind Activities at the Aqualagon

**19:00**      Dinner / Evening

**Thursday, October 11th 2018**

**Leadership and Governance for Sustainable Tourism – Public Conference  
Global experiences, future trends, SDGs**

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

**Silvia Barbone**, *FEST and Summer School Director*

**Opening Speech:**

**Thierry Hellin** *Deputy Deputy Chief executive office Pierre & Vacances CenterParcs*

**SESSION 1 Global experiences, future trends, SDG part 1**

Moderator: **Anne-Maria Mäkelä**, *International expert in tourism*

**9:30: 11.00 KEYNOTE SPEAKERS AND DEBATE**

**Dave Randle**

*Director of the University of South Florida's Florida's Patel College of Global Sustainability*

**Chris Castro**

Director of Sustainability and Smart Cities co-chair for the City of Orlando

**Joe Tankersley** is a writer, futurist, and former Walt Disney Imagineer. (Skills for creative projects)

**Frank Hetherton** was the Walt Disney Imagineer who served as Master Planner for Villages Nature. Frank now consults specializing in design and coordination of large complex real estate projects particularly resorts.

**Rebecca Gonzalez-Tobias**, Program Director of the Raoul Wallenberg Institute of Ethics, Experiences from Canada

**The Walt Disney training academy**

**11.00 11:30 COFFEE BREAK**

**SESSION 2 Partnership, Investments, funding, entrepreneurships**

Moderator: **Beatriz Perez-Soto** *is an independent consultant.*

**11:30: 13:00 KEYNOTE SPEAKERS AND DEBATE**

**European Commission**

**World Bank**

**European Bank for Reconstruction and Development**

**The Travel Foundation**

**Perspectives from China**

**13:00-14:30**    **LUNCH**

**14:30 - 15.00**    European Capital of Smart Tourism

**15:30**            Debate and Final Conference Wrap Up  
                      **“Building a roadmap for skills development for the tourism industry”**

**16:30**            Closure of the event

**19:00**            Closing Dinner / Evening

**Friday October 12th**  
**Technical Study Visits**

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