

# The European Master in Tourism Management, Sustainable Development and the SDGs

**Janne Liburd, Professor, D.Phil, PH.D.**

# European Master in Tourism Management – EMTM

**Names:** Associate Professor Jaume Guàrdia, Professor Janne Liburd, Professor Tanja Mihalič  
**Research areas:** Tourism, sustainability, governance, economics, innovation  
**Institutions:** University of Girona, University of Southern Denmark, University of Ljubljana.  
**Email:** emtm@emtmaster.net



## European Master in Tourism Management

The Erasmus Mundus and Erasmus+ accredited European Master in Tourism Management (EMTM) is a world-class, fully integrated master programme aimed at educating philosophic tourism practitioners.

Based on a mandatory mobility track, the EMTM is offered by three university partners:

The University of Southern Denmark (Denmark), internationally recognized for its research and collaborative education in the fields of sustainable tourism development, culture and innovation; the University of Ljubljana

The EMTM enrolls max. 35 students who are selected amongst an average of +600 applicants annually. Since 2010, 326 students from 69 different nationalities have graduated (by Aug 2019).

### Impact of the master programme

- The EMTM is committed to sustainable tourism development and recognized as *Erasmus+ Success Story and Best Practice* (2017).
- All EMTM alumni are in jobs.
- EMTM collaboration with industry and university partners in China, Kazakhstan, Russia, Brazil, Ghana,



© Taylor & Francis

# Erasmus Mundus and Erasmus+ accreditation (2010 -)

- Joint degree programme, compulsory mobility scheme, three consortium universities
- Max 35 students/year
- 50% EU/Non-EU
- +600 applicants/year
- Non-EU Visiting Scholar programme
- Average of 24 different nationalities.



# Transforming Tourism Higher Education through Collaborative Design

- **Aim: To educate Philosophic Tourism Practitioners**
- **Framing: Sustainable Tourism Development, incl. the SDGs**
- New learning environments *with* others to:
  - ✓ Receive and contribute to critical knowledge about the past and present;
  - ✓ Provide a space for transformation of the self and a space to engage in future world-making.

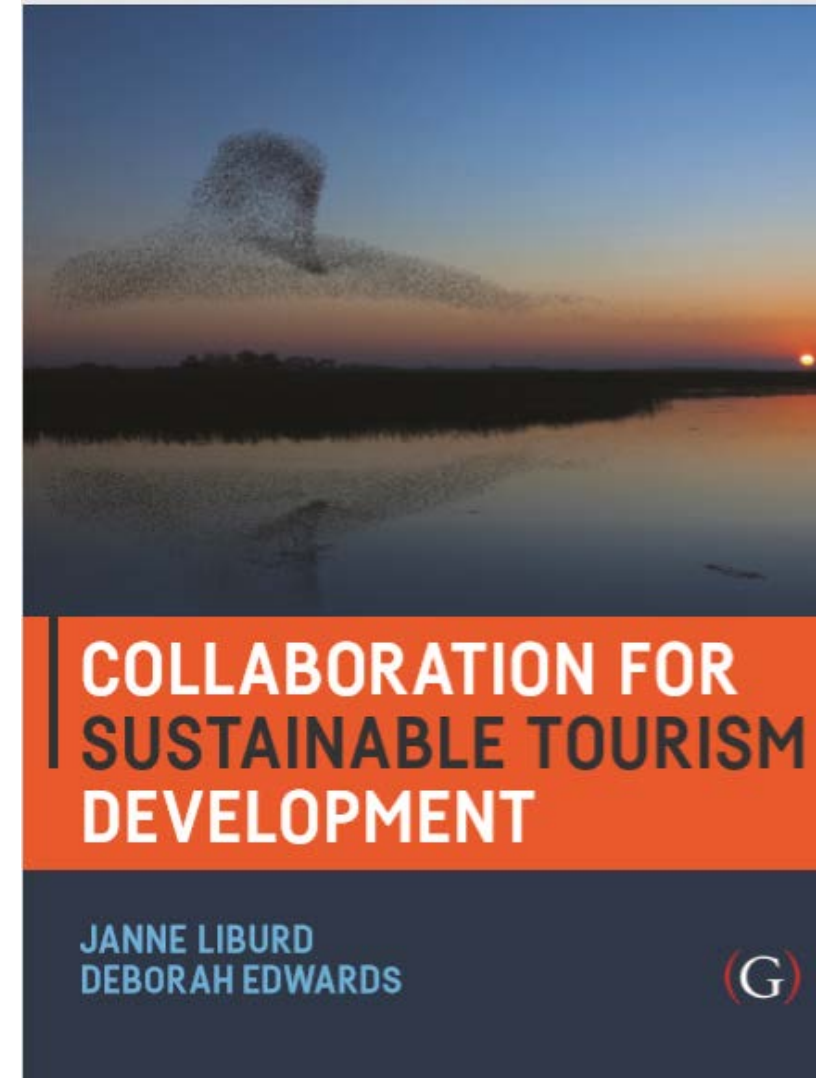
# Tourism Co-Design

*“Tourism co-design contributes a unique range of processes, methods, tools and an attitude of mind and perception that enables its practitioners to, **with others**, explore, reveal, encompass and address issues and nuances in an overall sustainable tourism development process” (Heape & Liburd, 2018: 228).*



# Co-Designing Sustainable Tourism Development

- I. Identify tasks and opportunities that are **open ended** or **‘wicked’**, where a number of resolutions can apply
  - II. **Work with variations of interpretation**
  - III. Reveal **ambiguities, ambivalences, complexities, paradoxes**
    - ✓ Freedom to experiment and explore
    - ✓ Identifying with a STD task/project, incl. relevant SDGs
- An education of attention for **“Authentic Being”** (Barnett, 2004: 254).



# Assessment (select STD course objectives)

- ❖ A collaborative, project oriented task and practice-based process of inquiry, driven by action research that engages both faculty and students in a co-generative and co-learning research and development endeavour
- ❖ A process of inquiry that enables the students to bring theory acquired from their lectures or analysis based learning into play with the theory and skills they discover through their own practice
- ❖ Students pursue their inquiry by moving from experiment to experiment as they open up and explore a range of perspectives on that inquiry.

(Excepts from Article 8, **Study Guide 2015**)

## Forms of examination:

- 15 min. oral group presentation in class, feedback/feedforward
- 10 min. oral individual exam to explore learning process and/or related STD topic
- Final co-authored group paper.



# STD student project example I: SDG #6 Water Scarcity

Water scarcity  
vs.  
water stressed

SDG 6

Tourism  
Industry

Sustainable  
Tourism  
Development

Regulators &  
Management

Local  
communities'  
access to water,  
scarcity

## Student project example II: STD for Gender Equality

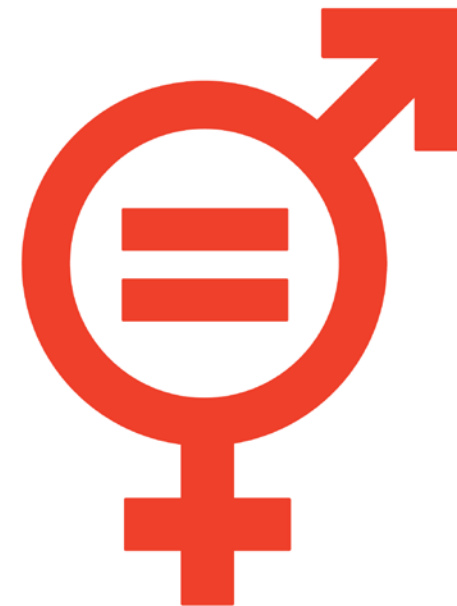
---

“Through our interview with Dayana we realised the patriarchal structures of Bolivia. Moreover, many of the dubious properties of the tourism sector, such as **long unsocial working hours, low salaries and strenuous work took shape in her narrative**. It was also interesting to observe, how an educated woman like Dayana had internalized some of the misogynic opinions.

All this research in the process of writing this paper **made us conscious of the long, hard and challenging path** that we had to go in order to create a better, more equal world for women. However, **through this process we also realised the diverse, multifaceted and frequently latent opportunities** that STD can provide”.

# 5

# GENDER EQUALITY





17 PARTNERSHIPS  
FOR THE GOALS



Student project  
example III:

BIG DATA FOR  
STD

## Quintuple Helix Model for Sustainable Tourism Development



# EMTM Alumni Employability

- **100% of respondents have had any type of job since graduation** (internship, employment, PhD assistantship, volunteership, etc.)
- 84,62% alumni are regular employees
- 7,69% are freelance
- 7,69% work as temporary employees

- Asian University for Women, Chittagong, Bangladesh
- European Commission, Brussels, Belgium
- Booking.com, Lille, France
- German chamber of commerce abroad, Saudi Arabia
- Germany Trade & Invest, Saudi Arabia
- GetYourGuide, Austria
- Hexagro Urban Farming, Italy

- Marriott International, Kuala Lumpur, Malaysia
- Hoa Sen university, Ho Chi Minh, Vietnam
- Ta Lai experience, Ho Chi Minh, Vietnam
- Local Municipality of Candelaria, Philippines
- PRU Life UK, Makati City, Philippines
- Institute of Sustainable Tourism, Slovenia
- Visit Goodplace tour operator, Slovenia
- MRstudios, Prague, Czech Republic
- Systemair, Skinnskatteberg, Sweden
- Patronat de Turisme de Costa Daurada, Spain
- Eurotours, Kitzbühel, Austria

Associate prof., University of Southern Denmark 😊