

Presentation at the Centre for the Study of Global Human Movement, Cambridge University
March 11, 2021.

“Tourism, Collaboration and the SDGs”

Janne Liburd

Abstract

Tourism is a phenomenon and exemplar of global human movement, which provide an excellent lens through which one can critically understand contemporary society and begin to imagine more sustainable, desirable futures. Tourism captures the fundamental interdependence between human behaviour, regions and socio-economic activities, whereby tourism becomes a potential contributor to the broader societal aims of sustainable development – or not.

The UN *2030 Sustainable Development Goals* (SDGs) captures the insufficiency of more sustainable accomplishments for people, planet, peace and prosperity. I criticize the UN *2030 Agenda for Sustainable Development* for reverting to static notions of achieving sustainability through economic growth everywhere, by evoking (historically unequal) relations of cooperation and partnerships.

I will introduce the concept of collaboration to expose how fuzzy problems, such as the SDGs, cannot be solved by business-as-usual, or relying on governments, single organisations or individuals to save the (tourism) world as we know it (Liburd, 2013 & 2018). Collaboration hinges on ethical and virtuous aspects, which must be other-regarding. This implies that one cannot expect oneself to be able to flourish without reciprocity and responsibility *with* others. I will provide examples of collaboration for sustainable tourism development in higher education and research and suggest a role for collaboration where there currently is none.

Liburd, J. (2013). *Towards the Collaborative University: Lessons from Tourism Education and Research*. (Professorial dissertation) Odense: Print & Sign.

Liburd, J. & Edwards, D. (Eds.) (2018). *Collaboration for Sustainable Tourism Development*. Oxford: Goodfellow Publishers Ltd.

Short bio

Dr. Dr. Janne Liburd is Professor and Director of the Centre for Tourism, Innovation and Culture at the University of Southern Denmark. She is a cultural anthropologist. Her research interests are sustainable tourism development, collaboration, national parks, innovation, higher education, and the being of the university.

By two ministerial appointments, Janne Liburd is the Chairman of the UNESCO World Heritage Wadden Sea National Park (2015-2022). She served on the National Tourism Forum, charged with developing the first strategy for tourism in Denmark (2015-2018). She has published more than 100 peer reviewed articles and book chapters, <https://orcid.org/0000-0002-3884-6728>.