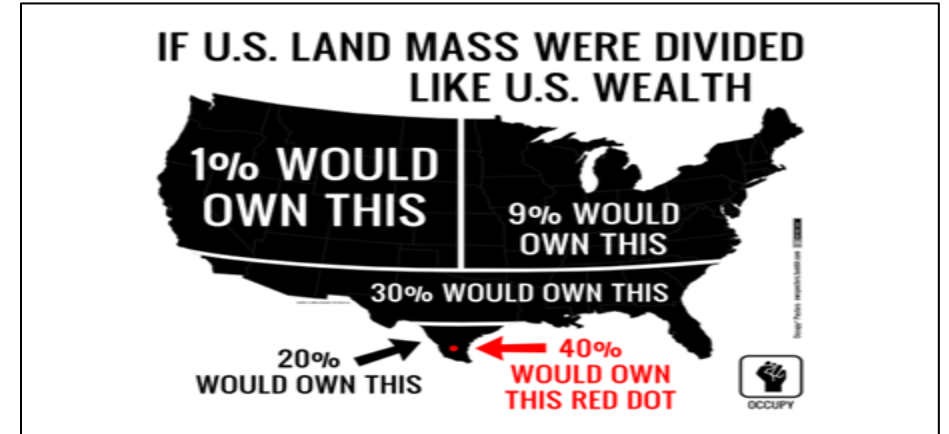


Tourism, Collaboration and the SDGs

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No tourism without mobility – and immobility!



Tourism as a lens to understand contemporary society

- ✓ An exemplar of human mobility in time and place
- ✓ A social, cultural, economic and environmental phenomenon that captures relations and (systemic) interdependences between human behaviour, regions and socio-economic activities
- ✓ A potential contributor to the broader societal aims of sustainable development – **or not!**

“Tourism is a social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes.”

UN WTO, 2022

“The interlocking crisis of the global commons”

Defining Sustainable Development

“Meeting the needs of the present generation without compromising the ability of future generations to meet their own needs”
(WCED, 1987: 43).

- Sustainable development hinges on a holistic integration of economic, environmental, social and cultural development.

THE 2030 UN Sustainable Development Goals

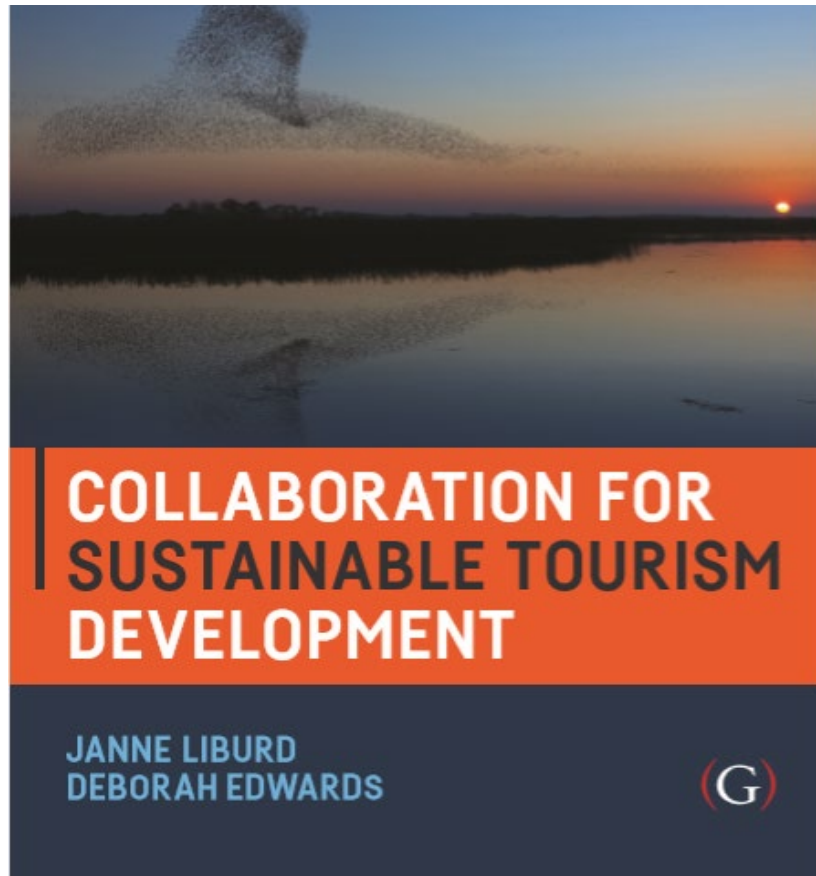
- a three-fold
critique

Sustainable Development Goals



1. A vast percentage of present generations across the world do not meet their daily, basic needs. Nor do they fulfil their right to education and independent, free research to a better civic society
2. Growth and human progress are limited to traditional measures such as gross domestic products and technological innovations
3. Suggesting that future generations would want the same as the present generation is not only unrealistic, but blind to global and historical inequalities and changing human values.

Making sense of the SDGs through collaboration



- **Collaboration does not imply a division of labour (Huxham, 1996)**
- The global problems addressed by the SDGs are ‘wicked’, or ‘fuzzy’ in as much as there is **no one resolution to be found**
- The concept of collaboration suggests that **the creation of joint outcomes could not be engendered by a single organisation or individual** (Liburd, 2013 & 2018).

Making sense of the SDGs cont'd



- ✓ Collaboration hinges on ethical and virtuous aspects, which must be other-regarding
- ✓ **Collaboration *with* others is a quintessential expression of an ethical, ongoing involvement of others through a respect for their ways of being in the world and their sense of values**
- ✓ We wish to bring into play the **latent potential** that lies waiting to be nurtured if one considers **sustainable tourism development as a social endeavour**, the interrelated nature of which **is continually evolving** (Liburd, Duedahl & Heape, 2020).

The European Master in Tourism Management

European Master in Tourism Management – EMTM



Names: Associate Professor Jaume Guia, Professor Janne Liburd, Professor Tanja Mihalić
Research areas: Tourism, sustainability, governance, economics, innovation
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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 (Slovenia), renowned for its excellence in tourism policy design, environmental management and tourism economics; and the University of Girona (Catalonia, Spain), known for its research and teaching excellence in tourism governance and sustainable destination management.

The EMTM enrolls max. 35 students who are selected amongst an average of +600 applicants annually. Since 2010, 326 students from 89 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, Canada, Kenya, Hong Kong, Seychelles, Ethiopia, Mauritius, Malaysia, USA, and the three consortium countries.



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Transforming Higher Education

Aim: To educate Philosophic Tourism Practitioners

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.



Collaborative research *InnoAgeing*

Our Vision

To promote active and sustainable ageing with nature in order to keep older people and nature in good health

- We will contribute to innovation of primary prevention for residents, second homeowners, and visiting tourists through active, healthy ageing in and *with* nature
- Generate new business opportunities and support the sustainable development of the UNESCO World Heritage Wadden Sea National Park.



How do we do this?

✓ Engage individuals +55 in lifestyle interventions to initiate and maintain an active life based on objective health indicators and subjective well-being

✓ Co-design *with* others

Incl. residents, second home owners + tourists, nature guides, tourism businesses

ers, municipal reps, e guides, nature, etc



- New mobile methods (Duedahl & Blichfeldt, 2020; Duedahl, Blichfeldt & Liburd, 2020)
- Innovative contribution to the SDGs in collaboration with others



Stewardship

*Stewardship resonates well with the concept of collaboration because stewardship puts an **emphasis on the people involved** in conservation efforts, and recognises **immaterial and intrinsic motivations** as well as **personal values and dynamic interrelations** beyond selfish gain, while not excluding the latter. (Liburd, 2018: 25)*

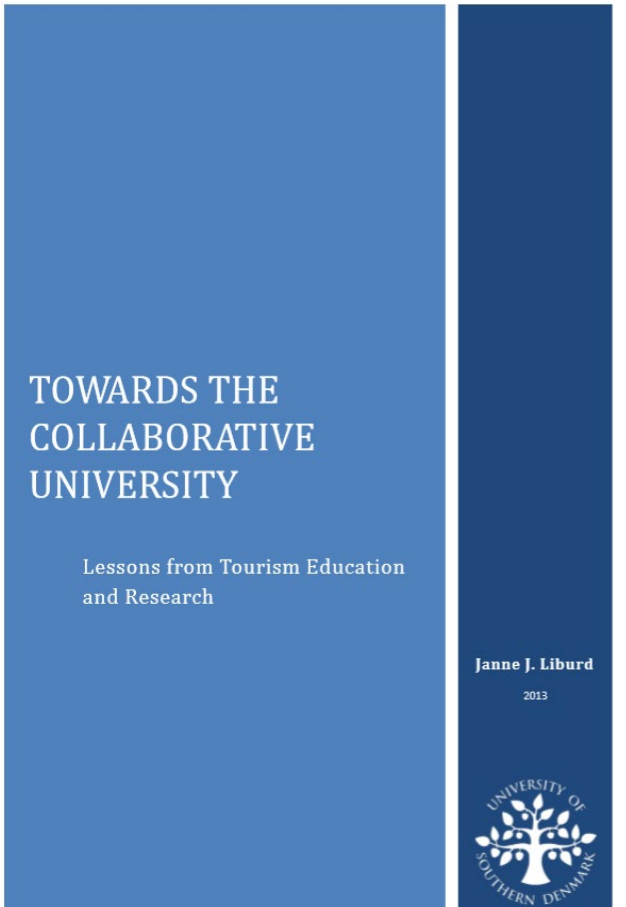
- **“To live a good life with and for others in just institutions”** (Ricoeur, 1992: 172)
- **How might I act, and what might we want for the future?**





WRAPPING UP

- ✓ Collaboration in tourism higher education and research and the SDGs is not an aim or solution. It is a multi-faceted phenomenon allowing for reciprocal engagements across endless domains
- ✓ Collaboration carries intellectual responsibilities and notions of stewardship
- ✓ Collaboration may be seen as feasible, as our attempts of perfection rest on what lies behind and in current sustainable tourism development practices and conceptualisations to expose its “being-possible” (Heidegger, 1998: 183).



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