

Name and address of university	FH JOANNEUM – University of Applied Sciences; Bad Gleichenberg Kaiser-Franz-Josef-Str. 24 8344 Bad Gleichenberg Austria, www.fh-joanneum.at
Contact	Assoc. Prof. Dr. Harald A. Friedl harald.friedl@fh-joanneum.at
Short description of university	FH JOANNEUM GesmbH comprises three locations (Graz, Kapfenberg, Bad Gleichenberg) and six departments (Applied Computer Science, Construction, Energy & Society; Engineering; Health Studies, Management, Media & Design). This university is thus very broadly positioned, but already has some specialisations in the area of sustainability, including "Sustainable Food Management" in Graz or the Master's programme "Sustainable Tourism and Management" in Bad Gleichenberg.
Relevant Faculty/ department	Department of Management
Study programme(s) in (sustainable) tourism	Bachelor of Health and Tourism Management; Master of "Health Tourism and Leisure Management" Gesundheitstourismus und Freizeitmanagement (fh-joanneum.at) which is a specialisation of the Master of Health, Tourism and Sport Management Master's degree programme in Health, Tourism & Sport Management » FH JOANNEUM (fh-joanneum.at) The master program is in the process to be reformed to become a masterprogram for "Sustainable Tourism and Management"
Duration and ECTS of programme(s)	2 years, 120 ECTS
Language(s) of instruction	Partly English and German
Keywords describing programme(s)	Sustainable regional development, health promoting tourism strategies and products development, health promoting nature tourism, experience design, management of protected areas; applied tourism ethics and digitisation
(Sustainable) tourism research/transfer institute (if any)	We are on the way to apply to become an Sustainable Tourism Observatory of INSTO
Research/transfer topics	<ul style="list-style-type: none"> - Healthy destination - Digital solutions for sustainable transformation - Big data ethics

	<ul style="list-style-type: none"> - visitor guidance systems in protected areas - integration of sport activities in tourism destinations - competence building for partners in the global south - Curriculum development - Sustainability and Climate literacy
<p>Selected research projects on sustainable tourism</p>	<p>QualiTour – European Life-Long-Learning project for developing online-content to promote sustainable management competences in the tourism industry</p> <p>CulturWB – Erasmus+ project with Western Balkan states in order to develop curricula for innovative and sustainable culture tourism education, both on LLL- and academic level</p> <p>TOURIST – Erasmus+ project with Vietnam and Thailand to support the development of local competence centers for sustainable tourism development</p> <p>CesTOUR - Erasmus+ project with Nepal, India and Sri Lanka support the development of local competence centers for sustainable tourism development</p> <p>ECOVIP - Erasmus+ project with Vietnam and Philippines for the development of academic curricula for innovative sustainable tourism (currently starting)</p> <p>MYSUN - Erasmus+ project with Malaysia to develop a network of sustainable universities and campuses</p> <p>Cooperation with the regional management organisation in order to develop a visitor guiding system for the UNESCO Biosphere Unterres Murtal</p>
<p>Transfer activities with the tourism industry (with selected examples)</p>	<p>Close cooperation with “Thermenland”, the regional destination management of South-East Styria, coordinating six spa villages</p> <p>Direct cooperation with spas – development of business strategies.</p> <p>Lead of a project together with Thermenland and “Vulkanland”, the regional development agency in South-East Styria for developing a network and a strategy to promote sustainable bike tourism in the region</p> <p>The Institute is closely related with many stakeholders and tourism companies in south-east styria</p>

<p>Network of partners in the field of sustainable tourism</p>	<p>Member of ATLAS – esp. the Special Interest Group “Tourism and Climate Change” which is chaired by Ioanna Farsari,</p> <p>Harald Friedl is a member of the lead experts of the TPCC (www.tpcc.info)</p> <p>We are cooperating -among others – with the University of Windhoek which have a focus on sustainable tourism</p> <p>And with the Heliopolis University for Sustainable Development in Egypt; this is a private university of SEKEM, an organization focused on sustainable development; Harald Friedl is a member of the board of SEKEM Austria, who is closely cooperating with both SEKEM Egypt and the Heliopolis University. The University has also sustainable tourism in their program.</p>
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