

Name and address of university	University of Southern Denmark – Campus Kolding Universitetsparken 1 DK-6000 Kolding DENMARK www.sdu.dk
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Short description of university	The University of Southern Denmark (SDU, <i>Syddansk Universitet</i> in Danish) with its main campus in Odense and regional campuses in Kolding, Esbjerg and Sønderborg is home to more than 27,000 students, almost 20% of whom are international, and 3,800 employees. Since 2019, SDU has been a University for the Global Goals. SDU is dedicated to providing answers to grand societal challenges, namely sustainable development. Activities and results are captured in the Annual Sustainability Report. SDU is listed No 12 on the UI Green Metric on university sustainability contributions to the SDGs amongst more than 900 universities worldwide. In Europe, SDU is a member of the Young Research Universities Network, YERUN, where the European Green Deal and the Digital Age are prominently addressed.
Relevant Faculty/ department	Department of Media, Design, Education and Cognition, Faculty of Humanities
Study programme(s) in (sustainable) tourism	<ul style="list-style-type: none"> • European Master in Tourism Management (joint Erasmus Mundus programme offered together with the University of Girona and the University of Ljubljana) • MA in International Tourism and Leisure Management
Duration and ECTS of programme(s)	2 years, 120 ECTS
Language(s) of instruction	English
Keywords describing programme(s)	Sustainable tourism development, tourism co-design, tourism innovation, strategic communication, regenerative tourism, leisure, philosophic tourism practitioners, entrepreneurship
(Sustainable) tourism research/transfer institute (if any)	Centre for Tourism, Innovation and Culture (TIC) https://www.sdu.dk/en/forskning/tik
Research/transfer topics	<ul style="list-style-type: none"> • Sustainability in nature and UNESCO World Heritage sites • Wellbeing, healthy active ageing and tourism and leisure relations • Multifunctional coastal protection and climate change • Regenerative tourism development • Open innovation and business development (rural tourism, gastronomy, second homes; tourism higher education, mobility; abandoned city centres and villages)
Selected research projects on sustainable tourism	Sustainable tourism development in Danish national and nature parks (03/2021-09/2021) Co-financed by the Wadden Sea National Park, The Danish Outdoor Council and the University of Southern Denmark, the project aimed to

	<p>initiate sustainable tourism development processes in four national and seven nature parks in Denmark through facilitating a different type of dialogue between relevant stakeholders. For this, we developed several tourism co-design activities with which we experimented during individual site visits and workshops. Both general and specific recommendations (for each park) were produced based on the insights.</p> <p>Summer houses and the Global Goals (10/2020-08/2022)</p> <p>Funded by RealDania Foundation, the project was implemented in collaboration with Aalborg University. The project resulted in a comprehensive report which sets focus on Sustainable Development Goals in the context of Danish second homes. The report also identifies areas where the Danish state, municipalities, landowners, and tourism organizations can strengthen their efforts for delivering better on the UN SDGs.</p> <p>InnoAgeing (08/2018-01/2020)</p> <p>The aim of InnoAgeing is to contribute to the innovation of primary prevention for residents, second home owners, and tourists through active and healthy ageing in nature. This is expected to create new business opportunities and support the sustainable development of the UNESCO's Wadden Sea National Park World Heritage Site. The project contributed with knowledge on what it means to older adults to engage with others and nature, including what facilitates/hinders older adults' actively being-in and being-with nature.</p>
<p>Transfer activities with the tourism industry (with selected examples)</p>	<p>We aim to educate philosophic practitioners in tourism. We consider it important to create an open learning environment that takes the challenges of future practice into account from both research and practice perspectives. As such we have developed, and will continue to develop, a unique approach to learning that we choose to call <i>Participatory Inquiry</i>. Participatory Inquiry is a project-oriented task and practice-based process of inquiry <i>with</i> others. Participatory Inquiry is driven by action research that engages users, providers and researchers in a co-generative and co-learning research and development endeavour. Outcomes may lead to the co-design of tourism innovations, alternative business opportunities and identification of sustainable development opportunities for present and future local cohesiveness and global inclusion.</p> <p>Students in the MA in International Tourism and Leisure Management programme have the possibility of selecting Project-Oriented Course (20 or 30 ECTS) as part of their curriculum. The course foresees a formal internship at a tourism-related organization in Denmark or abroad, or working with the student's own entrepreneurial idea related to tourism. In the Project-Oriented Course there is an emphasis on combining practical experiences gained through the internship or entrepreneurial efforts with relevant, state-of-the-art theoretical and methodological elements learned in the master programme.</p>
<p>Network of partners in the field of sustainable tourism</p>	<p>SDU is one of the three universities jointly offering the prestigious Erasmus Mundus European Master in Tourism Management (EMTM) programme, and thus we have close ties with colleagues at</p>

- The University of Girona (Catalonia, Spain),
- The School of Business and Economics, University of Ljubljana (Slovenia).

In addition, EMTM has 12 associated HEI partners on all continents ([full list](#)).

Prof. Janne Liburd, director of TIC, is an Invited Fellow at Newnham College, University of Cambridge, United Kingdom.

Students of the MA in International Tourism and Leisure Management programme have the possibility of spending their third semester at one of SDU's partner universities. In the past years, our students complemented their skills on sustainable tourism development at

- Modul University Vienna (Austria),
- University of Groningen (Netherlands),
- University of Stavanger (Norway),
- and several other European and international universities.

SDU is a member of the Network of Wadden Sea Universities, which also includes

- the University of Hamburg (Germany),
- the University of Oldenburg (Germany),
- The University of Bremen (Germany),
- the University of Groningen (Netherlands).

SDU has established strong connections with these partner institutions, e.g. participation in the [TriWadWalk Project](#), Wadden Sea summer and winter schools, joint research projects and publications.

SDU closely collaborates – both for educational and research purposes – with the Danish [Wadden Sea National park](#) and [Wadden Sea World Heritage Site](#).

The [Danish Outdoor Council](#) was both a co-funder and key stakeholder in the project “Sustainable tourism development in Danish national and nature parks” and remains a partner in further efforts for sustainable tourism development in Denmark.

We have established contacts with the major destination management & development organizations in Denmark ([VisitDenmark](#), [Danish Coastal and Nature Tourism](#)) and several regional DMOs ([Destination The Triangle Region](#), [Destination Funen](#) and [Destination Sønderjylland](#), etc.), representatives of which are members – together with representatives of other tourism organizations and businesses in Denmark – of the master programmes' Advisory Board.

SDU has co-founded the Tourism Researchers in Denmark, TID, to establish a network of tourism researchers at Danish universities, tertiary institutions, as well as independent researchers.