

# **Knowledge management in the sustainability of the destination. From data to the sustainable transformation of the destination: The University at the service of knowledge of the Smart Destination**

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## *Abstract*

Research centres and universities can play an important role in the knowledge management of sustainable destinations. The University of Malaga, and particularly a group of researchers of the Andalusian Institute of Research and Innovation in Tourism (IATUR) began collaborating last year with STO MÁLAGA, the recently created Sustainable Tourism Observatory of the city of Málaga. This way, highly skilled researchers with long experience in tourism data analysis from several multidisciplinary research teams contributed with their experience and technical support to STO MÁLAGA. The main areas of collaboration, regarding the knowledge management, include the assessment of the data sources quality, helping in the challenges that arise from the use of big data, AI and other non-traditional data sources (biases, confidentiality or inclusion concerns), and providing advice on the use of indicators in the local level (comparability issues, international standards, sampling, etc.). Finally, there are other involved areas of interest which could be useful from the sustainability point of view, like exploring new ways for integrating participative sources of data and information, as well as enhancing the private-public collaboration in information management, and searching how to efficiently use digitalization, visualizations and smart systems to improve information accessibility in order to make information and indicators understandable to diverse and broader audiences.

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