

# A KNOWLEDGE MANAGEMENT APPROACH TO MEETING SUSTAINABLE TOURISM DEVELOPMENT OBJECTIVES

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## ABSTRACT

The ability to create, disseminate and exploit knowledge assets is likely to be one of the key success factors for both the public and private sectors in the future. Around the world, particularly in developed countries, a shift is occurring from commodity-based economies towards economies driven by knowledge development, innovation and commercialization (Ruhanen & Cooper, 2004). Tourism, as one of the world's largest industries and export earners, is not immune from such a paradigm shift and it is at the public sector or destination management level where knowledge management strategies and approaches will be needed. This will require tourism destination planners and managers to utilize the collective knowledge assets of the destination, and the body of knowledge developed by researchers and governments to ensure the sustained viability and success of the destination in the global marketplace. This paper will examine the adoption of a knowledge management approach to address sustainable tourism destination development and facilitate the creation of a knowledge management culture at the tourism destination/public sector level. Without such changes, the tourism industry with their current ad hoc practices, will not be sustainable in the new economy.