



**APPENDICES**

ลิขสิทธิ์มหาวิทยาลัยเชียงใหม่

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**APPENDIX A**  
**QUESTIONNAIRES OUTLINE**

**A.1. Knowledge Management System User Requirements Questionnaire**

<b>Name of Interviewer:</b> _____	<b>Date:</b> _____
1. What features do you want the KMS to have? _____	
2. Who would you want to invite to join this KMS? _____	
3. What would you recommend this KMS to work on? _____ _____	
4. Others? (Suggestions for KMS development) _____ _____	



## A.2. Knowledge Management System for e-Tourism Curriculum Development User Satisfaction Questionnaire

Name of Interviewer: \_\_\_\_\_ Date: \_\_\_\_\_

1. Is this your first time using Microsoft SharePoint Software? Do you think is it hard to use this software?

2. Please describe your first encounter with this KMS.

3. How would you rate the general information of this KMS?

Items	Excellent	Good	Average	Poor	Very poor
Easy access					
KMS design					
Functions					
Operational Convenience					

4. Please describe the best feature of this KMS:

5. Please describe the worst feature of this KMS:

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## APPENDIX B

### RESULTS OF KMS USER REQUIREMENTS QUESTIONNAIRES

#### B.1. Results of KMS User Requirements Questionnaires

Questions	Sample 1	Sample 2	Sample 3	Sample 4
Q1. What features do you want the KMS to have?	Some groups of members to contribute useful documents or information to share and discuss	Some Microsoft tools, such as: Word, Excel, Visio; shared documents; easy to use	Documents download, upload and edit; attractive website image;	Discussion forum, basic knowledge about e-Tourism,
Q2. Who would you want to invite to join this KMS?	E-tourism related students and instructors, SMEs, local or national tourism government	e-Tourism students and lecturers	e-Tourism students and lecturers	Who are interested in e-Tourism
Q3. What would you recommend this KMS to work on?	For e-Tourism research works by separate shared documents and groups	Knowledge sharing forum	Link KMS with some other websites, such as Facebook, Google, etc.	A really discussion forum divided by topics, for example, like Pantip.com
Q4. Others? (Suggestions for KMS development)		User manual and Grouping Contents		

**B.1.Results of KMS User Requirements Questionnaires (Continued)**

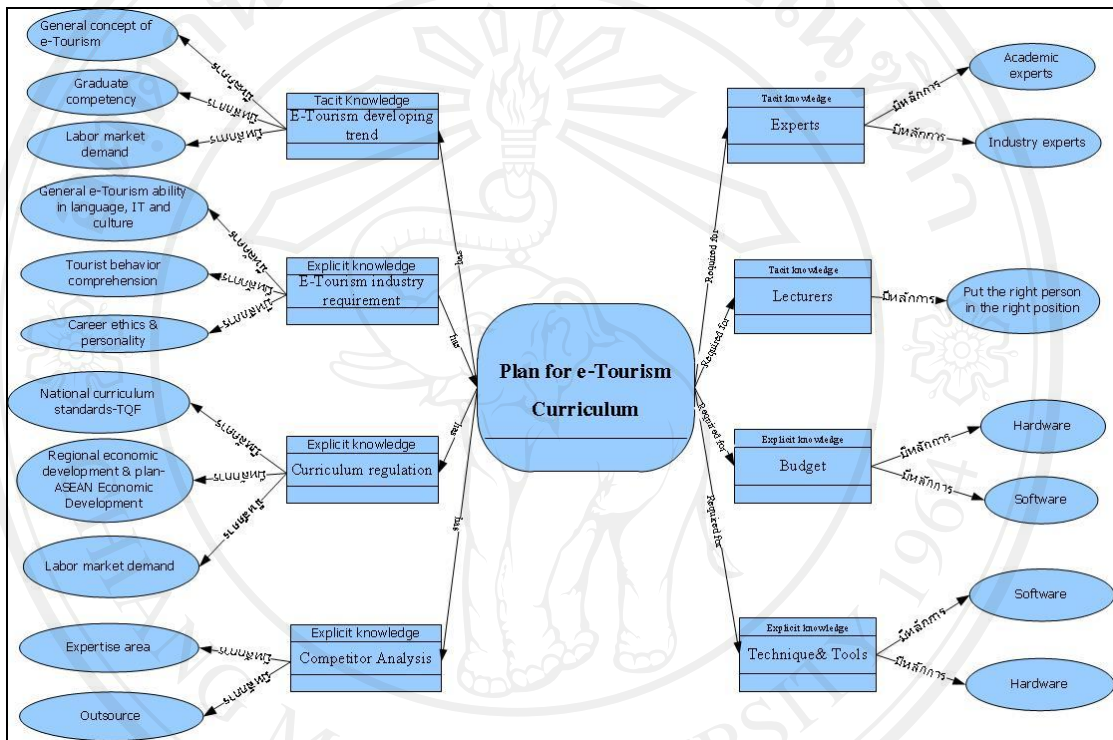
Questions	Sample 5	Sample 6	Sample 7	Sample 8
Q1.What features do you want the KMS to have?	Plenty of pictures and videos about tourism	Functions for really interactive among users	Easy access, Member profile, News, graphic about e-Tourism	e-Tourism information database
Q2.Who would you want to invite to join this KMS?	Tourists & job hunters	Curriculum designers, lectures, students, and professional	Academic affairs related e-Tourism, Lecture and curriculum designers, Industry experts And general users	Tourism related students, tourists
Q3.What would you recommend this KMS to work on?	Student Applicants can upload CV and human resources officers can download their CV and upload recruitment requirements	Knowledge provision sharing and communication	Knowledge sharing and discussion	A knowledge base from lectures, students etc.
Q4.Others? (Suggestions for KMS development)				

**B.1.Results of KMS User Requirements Questionnaires (Continued)**

Questions	Sample 9	Sample 10	Sample 11	Sample 12
Q1.What features do you want the KMS to have?	More information about e-Tourism and link with other e-Tourism websites, discussion forum, search tab, Thai language	More functions for interactive	Photo gallery, VDOs,	Document sharing
Q2.Who would you want to invite to join this KMS?	Tourism related students, tourism industry	Tourism related students, lectures	Students, tourist, lecturers	e-Tourism students, and lecturers
Q3.What would you recommend this KMS to work on?	A really e-Tourism information-based website	A websites to communicate with tourists and get their opinions, more pictures and links of hotels	A rich informative website about e-Tourism	e-Tourism database
Q4.Others? (Suggestions for KMS development)				

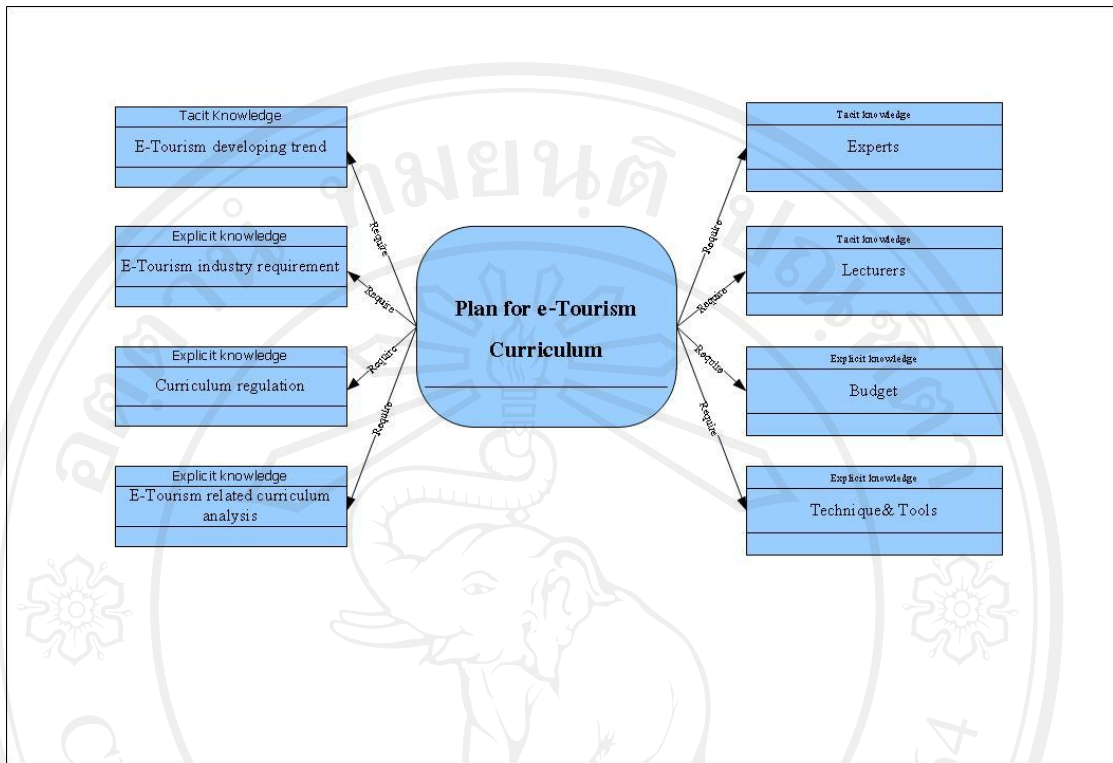
APPENDIX C  
KNOWLEDGE MODEL

C.1. Knowledge Model for e-Tourism Curriculum Development

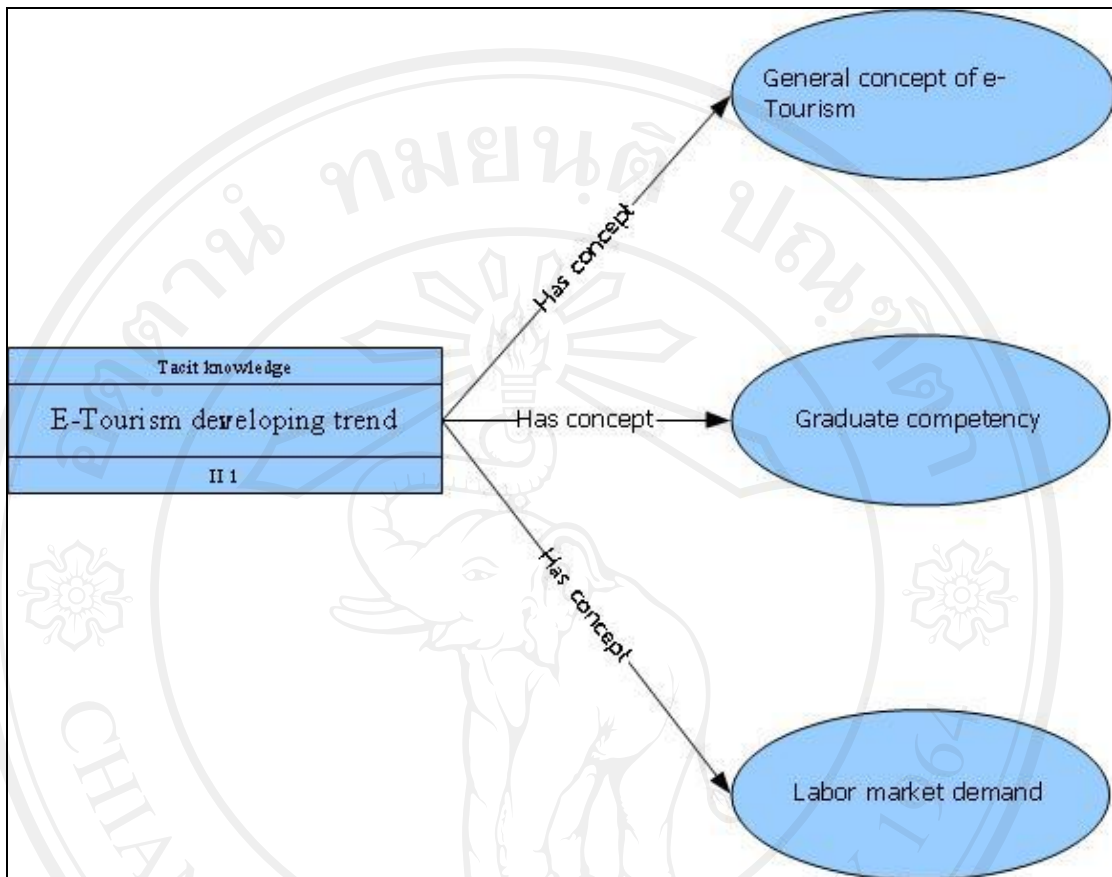




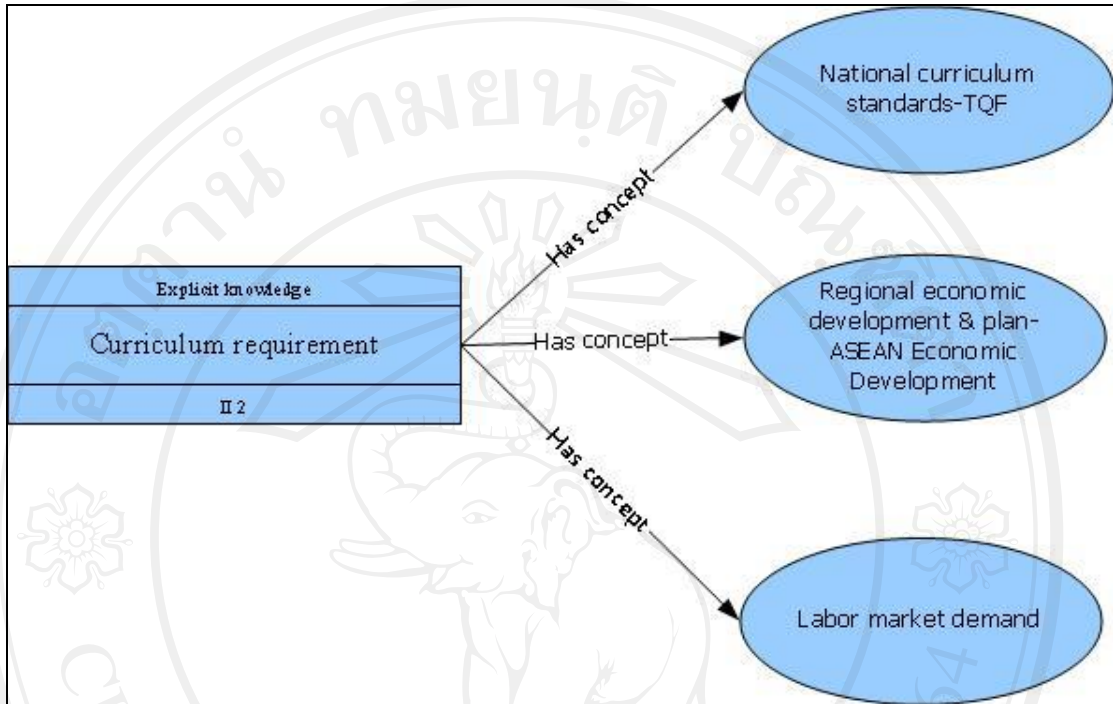
**C.2. Eight Inference Knowledge of Knowledge Map**



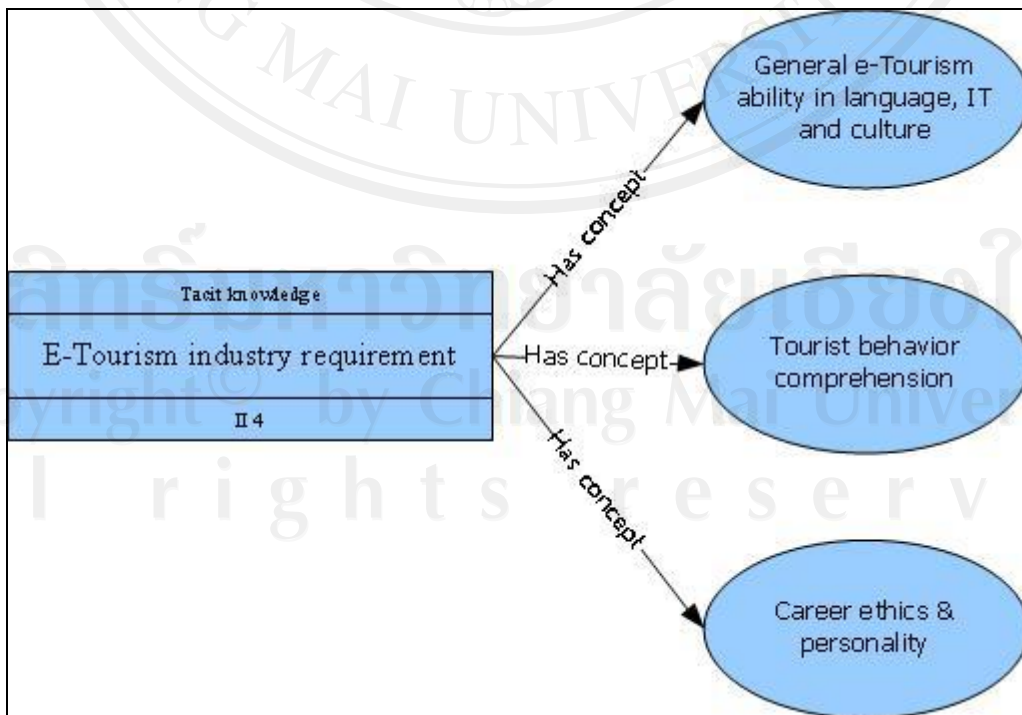
### C.3. Domain Knowledge of e-Tourism Developing Trend



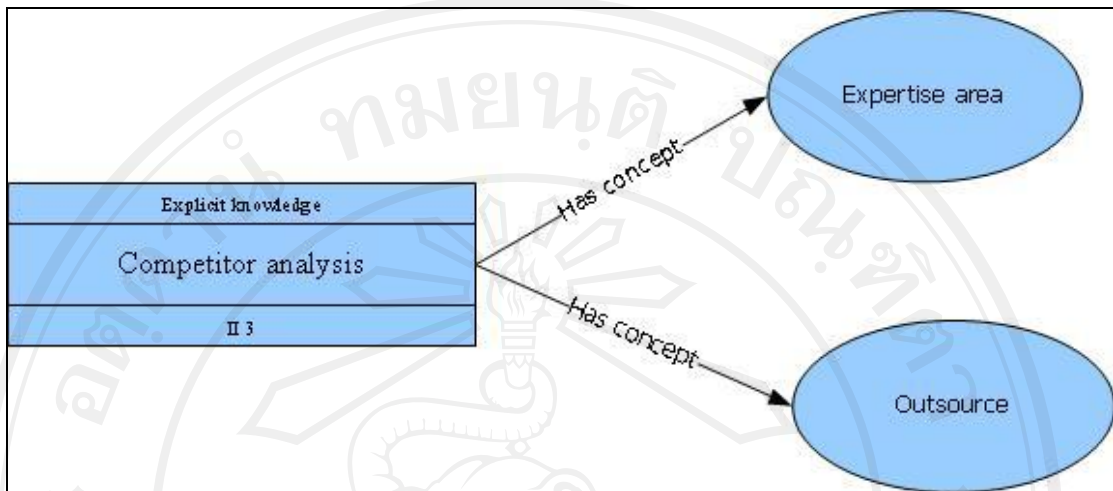
**C.4. Domain Knowledge of Curriculum Requirement**



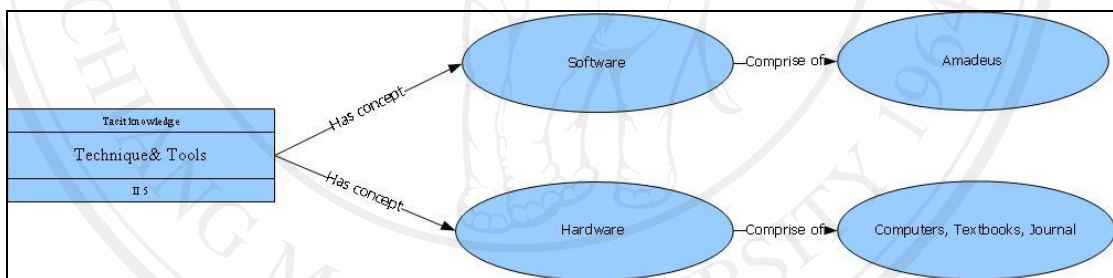
**C.5. Domain Knowledge of E-Tourism Industry Requirement**



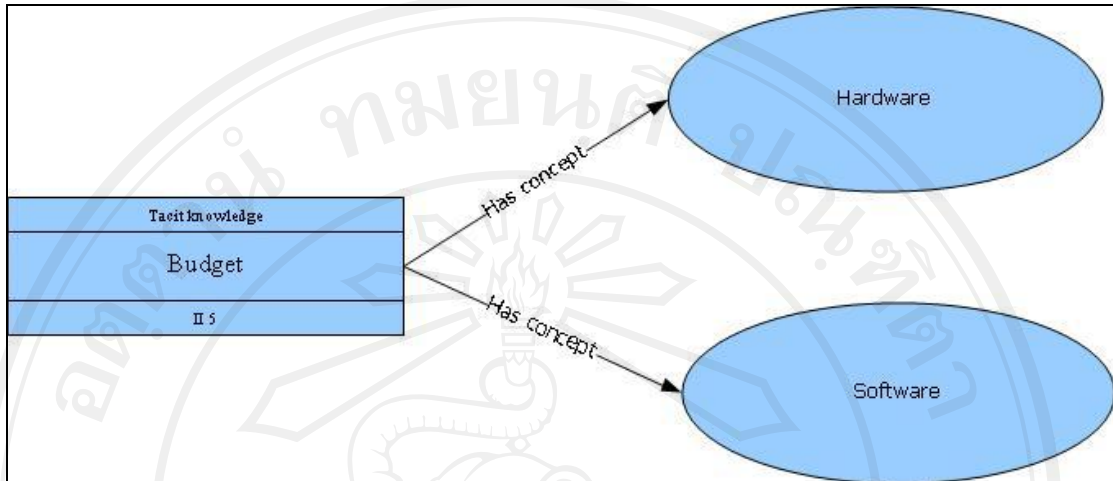
**C.6. Domain Knowledge of Competitor Analysis**



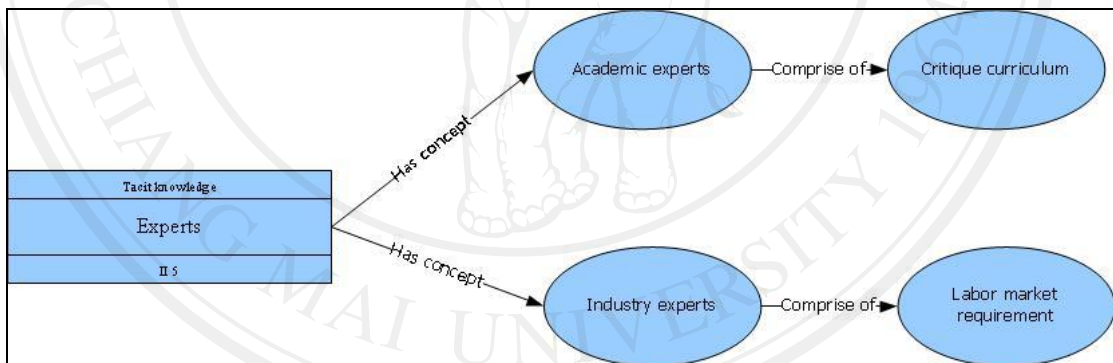
**C.7. Domain Knowledge of Technique and Tools**



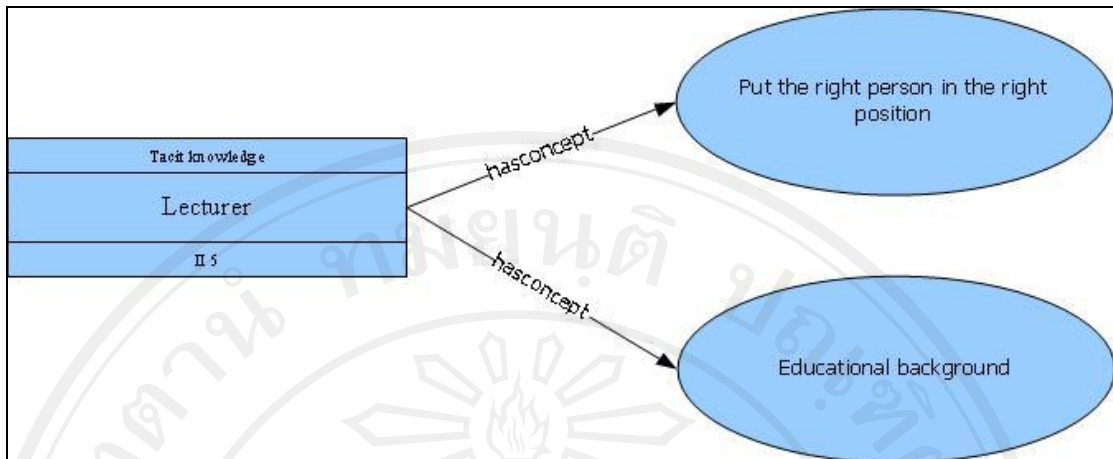
**C.8. Domain Knowledge of Budget**



**C.9. Domain Knowledge of Experts**



**C.10. Domain Knowledge of Lecturers**



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