

## TABLE OF CONTENTS

	Page
Acknowledgement	iii
Thai Abstract	iv
English Abstract	v
List of Tables	x
List of Figures	xi
Chapter 1 Introduction	1
1.1 Tourism Industry	1
1.2 Tourism Curriculum Development	4
1.3 E-Tourism and Knowledge Management	5
1.4 Research Problems	7
1.5 Research objective	8
Chapter 2 Literature Review	9
2.1 e-Tourism industry and Tourism curriculum	9
2.1.1 e-Tourism industry	9
2.1.2 E-Tourism industry in Thailand	13
2.1.3 Tourism curriculum development	14
2.1.3.1 Tourism Curriculum	14
2.1.3.2 Tourism Curriculum Development	19

ลิขสิทธิ์ของวิทยานิพนธ์นี้สงวนลิขสิทธิ์โดย Chiang Mai University  
All rights reserved

2.2	Knowledge Management	23
2.2.1	Introduction	23
2.2.2	Knowledge and taxonomies of knowledge	24
2.2.2.1	What is Knowledge?	24
2.2.2.2	Taxonomy of Knowledge	26
2.2.3	A Knowledge Management approach	28
2.2.4	Knowledge creation model	31
2.3	Knowledge Management System	35
2.4	Knowledge Engineering	38
2.4.1	Knowledge Engineering	38
2.4.2	Human roles in the Knowledge Engineering processes	39
2.4.3	Knowledge model and its components	41
Chapter 3 Methodology		44
3.1	Scope of Research	44
3.2	Sample Groups	46
3.3	Data Collection	46
3.3.1	Data	46
3.3.2	Data Collection	47
3.4	Research Area	47
3.5	Research Steps	48

3.5.1	Semi-structure interview	48
3.5.2	KMS design and development	50
3.5.3	KMS evaluation by user satisfaction	54
3.6	Research Time	56
Chapter 4	Results	57
4.1	Interview results	58
4.2	Knowledge model	60
4.3	KMS Design and Development	63
4.3.1	Software Requirement Specifications	65
4.3.2	KMS architecture	68
4.3.2.1	KMS based on business specification	68
4.3.2.2	KMS based on user specification	70
4.3.2.3	KMS based on requirement specification	71
4.3.2.4	KMS based on functional specification	72
4.4	Knowledge Creation process	75
4.5	KMS User Satisfaction Evaluation	76
Chapter 5	Conclusion	79
5.1	Research Conclusion	79
5.1.1	Knowledge Flow in Knowledge Management System	79
5.1.2	Knowledge Creation on Knowledge Management System	80
5.2	Future works	81

REFERENCES	83
APPENDICES	89
APPENDIX A Questionnaires Outline	90
APPENDIX B Results of KMS User Requirements Questionnaires	92
APPENDIX C Knowledge Model	95
CURRICULUM VITAE	101



ลิขสิทธิ์มหาวิทยาลัยเชียงใหม่  
Copyright© by Chiang Mai University  
All rights reserved

## LIST OF TABLES

<b>Table</b>	<b>Page</b>
2.1 Examples of University Courses in e-Tourism	17
2.2 Present Situation of e-Tourism in Thai Universities	19
2.3 Comparing Tacit and Explicit Knowledge	27
3.1 Research steps	48
3.2 Semi-structured interviews	49
3.3 Questionnaire for user requirements	51
3.4 ISO12207 process reference model for KMS design	52
3.5 Likert scale for user satisfaction questionnaire	55
3.6 Questionnaire about user satisfaction	55
4.1 Interview Results	59
4.2 User requirements analysis	64
4.4 KMS for supporting SECI model processes	76
4.5 Results of user satisfaction	78

## LIST OF FIGURES

<b>Figure</b>	<b>Page</b>
1.1 International Tourist Arrivals, 1950-2020	1
2.1 The e-Tourism Concept and e-Tourism domains	11
2.2 KM integrates people, processes, and technology	29
2.3 SECI Model	32
2.4 Knowledge model overview	41
2.5 Knowledge Model	44
3.1 Focus groups of this research	46
3.2 Knowledge analysis and synthesis structure	49
3.3 ISO 12207 process reference model	52
3.4 User satisfaction on four aspects of KMS	54
4.1 Task knowledge model	61
4.2 Inference knowledge model	62
4.3 Domain knowledge model	62
4.4 Knowledge model for e-Tourism curriculum plan	63
4.5 KMS for e-Tourism education	68
4.6 e-Tourism research site in KMS	69
4.7 e-Tourism worldwide events in KMS	70

4.8 User log-in system	70
4.9 Five user groups in KMS	71
4.10 Knowledge map in KMS	71
4.11 Search tool in KMS	72
4.12 User control in KMS	72
4.13 Worldwide e-Tourism Events sub site in KMS	73
4.14 Calendar in KMS	74
4.15 e-Tourism Videos in KMS	74
4.16 Concept map of KMS	75