KNOWLEDGE MANAGEMENT SYSTEM FOR E-TOURISM CURRICULUM DEVELOPMENT

SHIYU QIN

MASTER OF SCIENCE IN KNOWLEDGE MANAGEMENT

ลิขสิทธิ์มหาวิทยาลัยเชียงใหม่ Copyright[©] by Chiang Mai University All rights reserved

THE GRADUATE SCHOOL CHIANG MAI UNIVERSITY SEPTEMBER 2011

KNOWLEDGE MANAGEMENT SYSTEM FOR E-TOURISM CURRICULUM DEVELOPMENT

SHIYU QIN

AN INDEPENDENT STUDY SUBMITTED TO THE GRADUATE SCHOOL IN PARTIAL FULFILLMENT TO THE REQUIREMENTS FOR THE DEGREE OF MASTER OF SCIENCE IN KNOWLEDGE MANAGEMENT

ลิขสิทธิ์มหาวิทยาลัยเชียงใหม่ Copyright[©] by Chiang Mai University All rights reserved

THE GRADUATE SCHOOL CHIANG MAI UNIVERSITY SEPTEMBER 2011

KNOWLEDGE MANAGEMENT SYSTEM FOR E-TOURISM CURRICULUM DEVELOPMENT

SHIYU QIN

THIS INDEPENDENT STUDY HAS BEEN APPROVED TO BE A PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE DEGREE OF MASTER OF SCIENCE IN KNOWLEDGE MANAGEMENT

EXAMINING COMMITTEE

INDEPENDENT STUDY ADVISOR

Dr. Pitipong Yodmongkon

Atilant Hamphamahan

Dr. Atichart Harncharnchai

Dr.Pitipong Yodmongkon

Kansak Meksamoot

Dr. Komsak Meksamoot

30 SEPEMBER 2011 © Copyright by Chiang Mai University

ACKNOWLEDGEMENT

This work would not have been possible without the support and encouragement of Dr. Pitipong Yodmongkon, my supervisor who has supported and encouraged me throughout my academic program. I also would like to express my gratitude to Lecturer Pakinee Ariya and Lecturer Chalermpon Kongjit, whose value insights and comments help me overcome all difficulties throughout my academic program. I am also very grateful to the other members of examining committees- Dr. Komsak Meksamoot and the outside examiner Dr. Atichart Harncharnchai, for their supports and comments on my study.

I want to express my sincere thanks to Lecture Dr.Nopasit Chakpitak for his valuable advice and great encouragement throughout the two years I have studied in College of Arts, Media and Technology.

I would like to show my gratitude and recognition to all the research participants for providing their time and valuable information. My sincere appreciation extends to Ms. Huang Ming, Mr. Mu Lei from International e-Tourism Research Center of Chengdu University, China. Without their support, this research would never have come to a successful end.

Last but not least, I would like to express deep appreciation to my beloved parents, who unceasingly support me and look forward to seeing my achievement in the master program.