

CHAPTER 5

CONCLUSION

This chapter is to summarize and make a conclusion on the e-Tourism curriculum development research study. It attempts to explicate the outcome of research by repeating the methodology steps and results. Then future works are discussed in the following parts.

5.1 Research Conclusion

Since the ultimate goal of this research are to facilitate knowledge flow between e-tourism industry and tourism education by Knowledge Management System (KMS) and to develop a KMS for e-Tourism curriculum development by using knowledge creation model, this part will give a conclusion on these two objectives.

5.1.1 Knowledge Flow in Knowledge Management System

Since the first objective of this research is to facilitate knowledge flow between e-Tourism industry and tourism education by KMS, the whole process of KMS design should be aimed to support this objective. Capturing knowledge from experts in this research was the first step to facilitate the knowledge flow. The experts interviewed were selected from tourism education in fields of e-tourism teaching, e-tourism research, and curriculum design. A series of semi-structured interviews were

carried on this knowledge capture process. After the knowledge from tourism education was collected, it was modeled as knowledge map and embedded in the KMS. The KMS was opened for e-Tourism industry and tourism education to link two parts together. The KMS requirements were asked from five groups in both two areas by questionnaire. 12 samples from e-Tourism students, lecturers, and curriculum designers, e-Tourism researchers in tourism education area and experts in e-Tourism industry were interviewed. The results of questionnaire were analyzed to help KMS construction. The important point in designing KMS is how to attract people to use this system, so user requirements from both tourism education and tourism industry are vital for facilitating the knowledge flow between them. The KMS development shows that knowledge sharing activities are supported by some functions of this system, such as Document libraries, Discussion forums, and video uploads etc. And this system also allows users from both tourism education and e-tourism industry to create and disseminate the knowledge at anytime and anywhere.

5.1.2 Knowledge Creation on Knowledge Management System

Since new knowledge is required to shorten the knowledge gap between e-tourism educational institute and tourism industry, knowledge creation model is adopted in this research to support e-tourism curriculum development. Knowledge creation is derived by transformation from tacit knowledge to explicit knowledge. Tacit knowledge in this KMS is captured from e-tourism experts, and then analysis and synthesis by CommonKADS, finally modeled as knowledge map embedded in KMS.

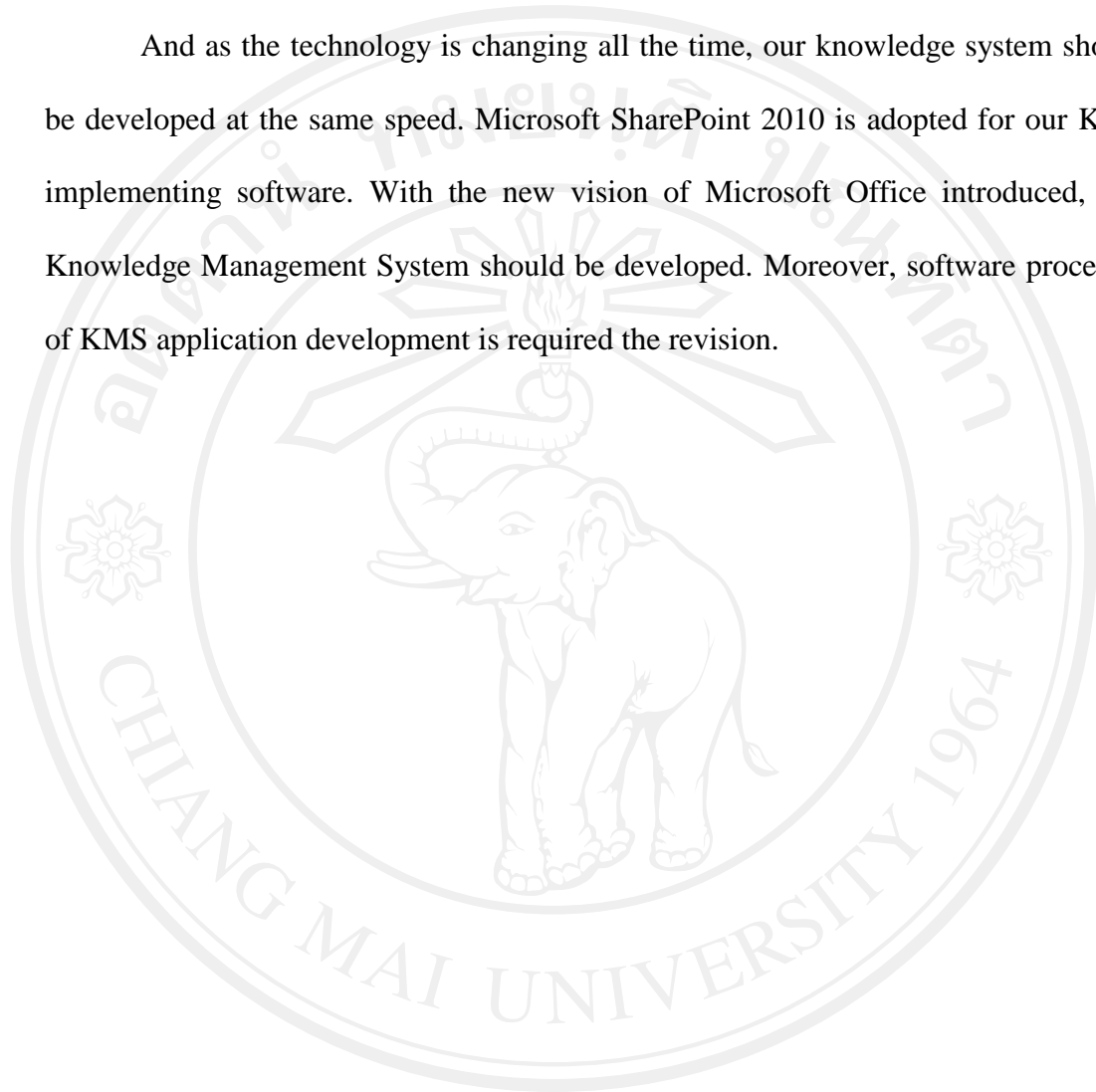
The socialization of knowledge creation is including the events that KMS users are communicating in the discussion forum on different topics about e-Tourism curriculum development. Different group of users may select different forum to communicate according to the topics they are interested in. Then the externalization of knowledge creation model, which explicate the tacit knowledge into formalized, is reflected in the user behavior of sharing documents or discussion with other users. The next combination step, e-tourism database combines a lot of explicit knowledge together to make its convenient for users to find out information. The last internalization of knowledge creation model is to transfer the explicit knowledge which users get from KMS, from e-tourism database, discussion board, or shared documents, all them explicit knowledge may transfer into tacit knowledge through learning by doing.

5.2 Future works

In the evaluation of KMS stage, a user satisfaction about the KMS design was done after presenting the KMS to users. The user satisfaction report was designed to interview the same group who give their requirements for KMS. Four aspects of KMS were testified. Those are easy access into the KMS, KMS design, KMS functions, and KMS operational convenience. Although the user satisfaction report indicated that the easy access into the KMS is good; the KMS design is average; the KMS function is good and the operational convenience is good as well, it still shows that there are still more space for KMS development. KMS design is the weak aspect of the KMS evaluation. Next step for recently is to design the KMS more tasteful for users.

Moreover, an online survey for KMS development was set up in this KMS, the development of KMS will keep pace up with the users' requirements.

And as the technology is changing all the time, our knowledge system should be developed at the same speed. Microsoft SharePoint 2010 is adopted for our KMS implementing software. With the new vision of Microsoft Office introduced, this Knowledge Management System should be developed. Moreover, software processes of KMS application development is required the revision.



ลิขสิทธิ์มหาวิทยาลัยเชียงใหม่
Copyright© by Chiang Mai University
All rights reserved