



ขอบคุณภาพจาก <http://goo.gl/2i69Nn>

Knowledge Management Model for Community Based Tourism of Satun Community Based Tourism Network, Thailand¹

Taweesin Tungseng²

e-mail: bee441021244@gmail.com

Warach Madhyamapurush³

Phatpitta Sreesoompong⁴

¹This article was presented at the 1st International Conference on Ethnicity in Asia "Life, Power and Ethnicity" during August 20-21, 2015.

²Ph.D. Student of Philosophy Program in Hotel and Tourism Management, University of Phayao

³Lecture, Ph.D. at Philosophy Program in Hotel and Tourism Management, University of Phayao

⁴Lecture, Ph.D. at Philosophy Program in Hotel and Tourism Management, University of Phayao

Abstract

The purpose of the research entitled “Knowledge Management Model for Community Based Tourism of Satun Community Based Tourism Network, Thailand” was to learn the necessary information of Satun Community Based Tourism Network. This research was a qualitative study which used “knowledge management” for collecting data starting from determining the goal for managing knowledge and learning exchange with the expert operators, including storing the knowledge of Satun Community Based Tourism Network by using information technology as a tool.

From the result study on the context of the necessary information of Satun Community Based Tourism Network by using knowledge management as a tool and emphasizing on learning exchange in order to collect data of Satun Community Based Tourism Network, it was found that the Group's operation according to the level of knowledge and understanding of the Community Based Tourism were categorized into three groups: 1) a group of people who have good knowledge, 2) a group of people who have moderate knowledge 3) a group of people who have little or no knowledge.

To collect information from the community as to develop information systems for Community Based Tourism Network of Satun, there were five main points needed information; 1) information on basis of community 2) information on resources and cultural heritage, 3) information on community organizations 4) information on management and 5) information on learning management. All of these used appropriate knowledge management as a tool. It proceeded with 4 main steps as follows; 1) Knowledge Shape/work 2) Knowledge Store 3) Knowledge Share 4) Knowledge Sustainable

The researcher would like to suggest that Satun Community Based Tourism Network should have the ongoing knowledge management activities, both formal and informal to construct the relationships and learning exchange all the time.

Keywords: knowledge, knowledge management, community based tourism

1. Introduction

The tourism industry is one of the largest and most dynamic industries in today's global economy and it is widely accepted that tourism industry is an important source of income for most of the countries which ranked 1 to 3 from the top 10 in the country's key industries. The World Tourism Organization (United World Tourism Organization: UNWTO) forecasts scenario for world tourism in advance that since 2004 until 2020, the number of international tourist arrivals will be reached to 1,600 million (Goeldner and Ritchie, 2006). According to the tourism forecasting of Thailand which expected that in 2020 the number of visitor about 37 million will be traveled to Thailand. (Department of Tourism Office of Tourism Development Ministry of Tourism and Sports, 2012). As the statistic mentioned above it is conclude that the tourism industry is an industry with high growth rates and plays a major role in the economy and society of the country and it is also a major source of income, bring money into country and job creation and contribute the prosperity to region.

Satun is a province located in the West Coast and found that both of Thai and foreign tourists visited there offense and incessant referred to the statistics of year 2006 - 2010 there was 692,970 tourist arrivals which increased to 6.87 percent it is able generated revenue for the Satun province about 2008.02 million baht, but most of tourists visited marine tourism because of popular attractions and very famous of Satun province (Department of Tourism Office of Tourism Development Ministry of Tourism and Sports, 2011). However, the maritime tourism of Satun province in whole year is available for 6months, from November – April, The others six months of the year is the monsoon season which it would be inconvenience for marine traveling. Many sectors of tourism have concepts on tourists distribution to all relevant areas for income distribution to Satun province under the concept of Community Based Tourism. In 2006 the CBT was established for building a strengthen communities which included ten communities were Baan Jed Look, Baan Bu Boy, Baan Kok Pha Yorm, Baan Khuan Pho, Baan Huo Thang, Baan Phu Pha Phet, Baan Ket Tree, Baan Thung Sa Boh, Koh Sa Rai Community and Baan Na Thorn (Faculty of Social Administration, Thammasart

University, 2007:1) after that in 2009 the Community Based Tourism Network was selected as a pilot project in promotion and driven mechanism in developing the Community Based Tourism Network. Community based tourism has run to grow as the network more increasingly because some community have realized the problems with the support from the public and private sectors focusing them to be the working center. The communities are developed to be the heart of tourism management. This practice not only meets the needs of the tourists but it also emphasized on the potential of local people to use their knowledge to preserve and participate in the management of the community as to contribute to the maintenance and restoration of natural resources balance and cultural identity as well as helping the economy of community in the future.

At present, the operating of Community Based Tourism Network of Satun has problems with the difference of knowledge about Community Based Tourism by tourism community leaders, local politicians, government staff and non-government staff who has a role in promoting the villagers and tourists. So Community Based Tourism Network also needs to study of knowledge management is appropriate to compile, store and disseminate knowledge to increase the knowledge and reduce the knowledge gap about Community Base Tourism (CBT) of those involved in operation of CBT.

2. Concept of Knowledge

The concept of knowledge can be divided into 3 issue include Meaning of knowledge, Type of knowledge and Through a spiral of knowledge

2.1 Meaning of knowledge, Yuthana Sae-Tiew (2004) mentioned that the knowledge was information had through the thinking process, comparing process and linkage with others knowledge then made the understanding and took it to use in their conclusions and decisions in many situations and regardless of the time. In another hands, David Davenport (1999) stated that knowledge was not data or information. Although it had linked with the data or information but the difference between the two words, it is only a

matter of level only. The confusion came from not knowing what is information? What information is? What is knowledge? How Difference? And did not know the real meaning. Then, the real meaning of above three terms as followed. Is a fact that could be seen but can not tell how good but It is just a phenomenon. It is measured in quantifiable. In other words, the fact, statistics are not meaningful and may not meet the screening. The primary data obtained may be available or unavailable in use. Information in this case is "message" it is kind of a document or media and sent to the recipient. Information has a goal of changing behavior in recognize some of the recipients. Indeed, the information is an important information, which the recipient can decide that what material they receive the information or not. Rather, it is the screening and initial data, collecting, analysis and interpretation to meet the needs of those who want to use the information. Knowledge has a broader meaning and deeper than the two terms above because we will pay more attention to the content. Which contains the facts opinions, theories, principles and models? (Others conceptual framework) or other information is needed, such as knowledge of chemistry, mathematics, etc., and the person was referred to the data or facts caused by human actions or caused by natural phenomena and the talks with the trust or faith

2.2 Type of knowledge, Knowledge in the organization or in the community has two types of knowledge that exist in the individual or knowledge hidden (Tacit Knowledge) is have relevant underlying the in people born from experience landscape. The wisdom or intuition but talented individual not have relevant can take the chips out of the speech or writing text by the expenses. And knowledge stored in documents or knowledge appears clear (Explicit Knowledge) is knowledge that can be collected transmitted by the way, the most of the organizations the ratio of Tacit Knowledge, Explicit Knowledge is more than 80:20 (Boondee Boonyaki, 2004) both of types can change at any time depending on the situation, which makes the new knowledge.

2.3 Through a spiral of knowledge, Through a spiral of knowledge or SECI Model which is invented by Nonaka and Takeuchi's The above process is the modifying of knowledge which upcoming 4 types such as Socialization, Externalization, Combination and Internalization which has been recognized by various organizations from many specialist. The circle of "SECI" mentioned that Knowledge Conversation) between Tacit Knowledge and Explicit Knowledge will lead to new knowledge and spirals indefinitely and infinity because of learning all the time which knowledge creation occurs in 4 styles starting from the knowledge of the individual's brain through learning and exchange has provided new knowledge or practice and record in writing. Thus, contribute to a systematic classification to research and as part of the development of knowledge. Then when the knowledge used or applied the knowledge in different ways causes the inherited was a new concept and applies a new knowledge to new learning. It is an endless cycle of knowledge in organizations. It is the potential of the organization to develop the organization's goals and direction. The creating a culture of learning and knowledge exchange are first priority,

The researchers summarized the meaning and types of knowledge that Knowledge is data, information, experience, values, beliefs, the process of comparing its links with the other until they understand and put into practice for the benefit of the time unlimited and identify the types of knowledge by using knowledge as a basis for consideration consists of Tacit Knowledge and Explicit Knowledge are knowledge that can change at any time which depend on the situation and create new knowledge through a spiral of knowledge or SECI Model, which has been recognized by several organizations and many experts are 4 types such as Socialization, Externalization, Combination and Internalization. The process of generating new knowledge starts at the Signal Data, Information, Knowledge and Wisdom which is never ending cycle or loop.

3. Concept of Knowledge Management

The concept of Knowledge Management can be divided into 3 issue include Meaning of Knowledge Management, TUNA Model: Thai - UNAids Model and Conclusion of Knowledge Management

3.1 Meaning of Knowledge Management, Burin Scaring the Fish (2552) noted that knowledge management is to bring together the knowledge that exists in an organization. Which are scattered in the person or documents to develop the system. So that everyone in the organization can access knowledge. And the development of self-knowledge. As well as operational efficiency. This will provide organizations with the ability of competitive. And causes a change of Tacit Knowledge into Explicit Knowledge to most (infinite tapestry of sound, 2552: 2) Another thing has to mention is knowledge management tools to store and disseminate knowledge. The tool is simple and can be used in all circumstances is a written record because the store is easy to apply to the publisher. For the record, it can be done in many different styles. Whether recorded on paper may be stored in the form of a book or publication types. Materials or electronic such as a computer which is a data storage in electronic depends on the nature of the work. If it has not recorded as picture or audio, it will can be recorded as well depends on restrictions and the potential of the operator depends on their suitability for publishing. Thus, these tools will help to spread the knowledge easily. Especially, today's modern information technology, It provides knowledge that is easily accessible. Whether using intranet or Internet, they can save the picture and sounds are written together (Prapon Phasukyued, 2004).

3.2 TUNA Model: Thai - UNAids Model, Prapon Phasukyud(2004) have discussed the management of knowledge appropriate to the management of knowledge in the community by being there. participation of the community in modeling fish (TUNA Model: Thai - UNAids Model), which is the concept of knowledge management as the fish, one that consists of three sections: the head, body and tail of Figure 1

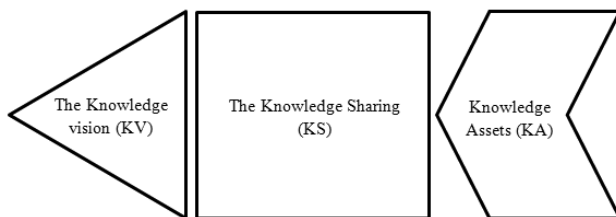


Figure 1: TUNA Model: Thai – UNAids Model

1 The Knowledge vision (KV) is attributable to the vision and direction of knowledge management, how to do knowledge management to answer the question that Why we should do KM ?

2 The Knowledge Sharing (KS) is part of the operations knowledge to achieve a teamwork and raise awareness and innovation.

3. Knowledge Assets (KA) is the "knowledge" or "Resource of knowledge" that has emerged from the collection "knowledge" of the knowledge sharing process the technological tools to extract hidden knowledge to be outstanding knowledge, publish, exchange, share and apply knowledge to leverage further.

The researchers concluded that knowledge management is the process of gathering knowledge that exists in an organization or community. Which it is scattered in the document and the person to develop a system to enhance the development of the organization or achieve the goal by the process of knowledge management contains with the goals, vision and direction of knowledge management. Then follow the knowledge exchange to the team for raising awareness and innovation by the accumulating knowledge and extract knowledge that be Tacit Knowledge and Explicit Knowledge to publish, share, and apply to their jobs. And the factors contributing to the success of knowledge management, leadership, strategy, organization culture, information technology and knowledge management because of those are the factors that influence to management of knowledge in CBT.

4. Concept of Community Based Tourism

The quality of life development for tourism is a community development as a job of community development. It seems simple but it is difficult because tourism is the development of responsiveness consumerism, tourism communities detached from its original

production in agriculture versus business services are purchased at the height of tourist products and services can be determined. As needed to make the social and cultural attractions are often dominated by external cultural tourists who come with a sword and with a substantial risk in the adoption of development (Weeraphon Thongma, 2007). Tourism management should be based on the needs of the community, including the ability to fully take into account the natural way. And the ability to serve as a cultural and social alternative travel arrangements that truly meets the needs of the community. More integrated economic development with social development and protection of the environment and ecosystems. Which CBT is relevant with the development community as a whole community-driven tourism. The spirit of community and relationships within the community and outside the community (Pojana Suansri, 2007).

The researcher concluded that the community based sustainable tourism is tourism that takes into account environmental, social and cultural sustainability of the direction by the community and managed by the community for the community and the community's role as the owner has the right to care in order to learn to visitors that travel to work by covering 5 areas as follows; politics, economic, social, culture and environment which the villager in the community is owner and participation in management. The tourism also can be a tool for development. The tourism is a condition and creates opportunity for community organizations to play a role in planning the development of their community in the community. Especially in communities that are likely to foray into the tour to disclose or make known their community at large. The creation of a learning process about the plan resource management and decentralized decision making, emphasizing the importance of the natural environment and to use tourism as a tool for community development along the way. Bureau of Attraction Development, Ministry of Tourism and Sports (2007) indentified the key elements and issues of CBT as four area consists with the elements of ecotourism as follows;

4.1 The natural and cultural resources the community has a rich natural resource and method of production that rely on sustainable use of natural resources and cultural heritage community has a unique endemic.

4.2 The community organizations which has a wise or knowledgeable person and skills in a variety of community and feels like an ownership and participation in the development process.

4.3. The management there are rules to manage the environment, culture and tourism organization or mechanism in work for tourism management. Travel and interaction with the community as a whole has a fair distribution of benefits. There is a fund for economic and social development of the community. There is the learning characteristic of tourism activities to create awareness and understanding of different cultures and lifestyles. Management makes the learning process between villagers and visitors and creates awareness about the conservation of natural and cultural resources of both locals and visitors.

4.4. Learning the characteristics of tourism activities to create awareness and understanding of different cultures, lifestyles and deal with the learning process between residents and visitors to create awareness about the conservation of natural and cultural resources both the locals and visitors.

Which the issue and key components of CBT consists 4 areas that Bureau of Attraction Development, Ministry of Tourism and Sports has identified in 2007.

Therefore, the Knowledge Management Model for Community Based Tourism of Satun Community Based Tourism Network needed the key components as follows 1) The natural and cultural resources 2) The community organizations 3) The management and 4) Learning for knowledge management because they covered all the knowledge in the community based tourism network of Satun Province.

5. Knowledge Management Model for Community Based Tourism of Satun Community Based Tourism Network, Thailand

Knowledge management is the process of gathering knowledge available in the community, which were scattered in documents and individuals. Knowledge management process extracted knowledge Tacit Knowledge and Explicit Knowledge and information systems in place for publishing. To share and exchange knowledge in order to operate the process of knowledge management is knowledgeable

of the group home operator, which consists of community tourism leaders. Politicians both of local development and governance sectors. The responsible of the officer of the government agencies and the private sector play a role in promoting and residents in the community. This information is derived from the knowledge management community as a group that operates in all sectors and understanding through the exchange process, learning by storytelling and brainstorming.

The study on “the Knowledge Management Model for Community Based Tourism of Satun Community Based Tourism Network” was a qualitative research by using TUNA Model: Thai - UNAids Model as a tool to extract and store knowledge. The study was started by defining a goal of knowledge management which is called “The Knowledge vision (KV) within the TUNA Model: Thai - UNAids Model”, then learning exchange by extracting the Tacit Knowledge from the expert operators to obtain Explicit Knowledge or it is called “The Knowledge Sharing (KS) based on TUNA Model : Thai - UNAids Model. The process began by the lecture on the concept and understanding of CBT and knowledge management to manage knowledge to be in the same direction from the experts in Community Based Tourism and Knowledge management. Then, the villagers had suppers and they were divided into 4 groups for brainstorming on issues of natural resources and cultural organizations, community management and learning as well as presenting data obtained from each group. The researcher team asked questions or requested more information on issues that they did not understand during the presentation. Then, the knowledge of Community Based Tourism of Satun was stored which was the Knowledge Assets (KA) within the TUNA Model: Thai - UNAids Model by mainly using the information technology as a tool.

As researcher went into the area to study the context in tourism information that necessary to develop a network of Community Based Tourism of Satun by using Knowledge Management to gather information on the meeting on CBT network in 10 communities, each community participated in the management of knowledge by a community of 30 people, which includes 9 groups of community tourism leaders, 6 groups of local politicians in both of development

and administration and the 2 officers that responsible for the government agencies and the private sector to play a role in the promotion and 13 of villagers which be able to identify these operators based on their knowledge of the subject. There are 3 main groups measured by the information provided by the participants on the process of brainstorming on the Knowledge management of Community Based Tourism Network of Satun Province.

Group 1: the group of knowledgeable with 20 percent of all participants in knowledge management. This group has the understanding of the CBT from operational experience and through the research process. As well as training and observative trip from the public sector to promote and support. The most people in this group tourism community leader and there is some local politicians and young people in the community who have attended the training, including through the research process, but a small amount. This group also has the potential for tourism management and skills to transfer knowledge to local people and visitors.

Group 2: group of people with moderate knowledge with 30 percent of all participants in knowledge management. Most of them are government agencies and private sector to support the implementation of the community. These groups work on policy rather than practice. As a result to gain knowledge, principle and reason, rather than experience in the operation. Most travelers who want to learn from the activities of the community have come to learn in reality and before leaving the most tourists get the data from the medias. However, most of the travelers who come to the knowledge exchange activity in the community, which is the management of knowledge between the visitor and the host alike.

Group 3: group of people with little or lack of knowledge. This group includes people with wrong ideas about CBT with 50 percent of all participants in knowledge management. Majority of the people in this group is the villagers and youth. The factors that contribute to the lack of knowledge of the people in the community are the implementation of the process of community tourism leaders. The lack of coordination and clarify the concept of community tourism management from start operating. Another factor affecting the lack

of knowledge and understanding of the people in the community is not open to new things, making the villagers do not understand the concept in tourism management by thinking of the result in the best interest of tourism then it leads the conflict in the community.

The gathering information from the community to develop a network for CBT, CBT offense, the use of knowledge management (KM) for the knowledgeable group of community tourism leaders, local politicians both of development and governance division. The officer that responsible for the government agencies and the private sector play a role in promoting. The villagers and visitors to have more understand of the operation and development. Moreover, the gap in the knowledge of each group to be equal as possible by the exchange and integration of Tacit Knowledge and Explicit Knowledge are all in the community to organize information, make a mess and create a data warehouse to improve their knowledge of their responsibility to contribute to the sustainable development of tourism, and community can move forward more effectively. They are also easy to find and build a new knowledge continuously. It is especially beneficial to the community in the next generation to take over, because it will result in the implementation of CBT is effectively under continuous sustainable by using knowledge management which knowledge management is strategies, processes and technology used in the community to seeking for the creation, management and knowledge sharing with integration of people in the community, process and technology.

The operators of Community Based Tourism Network of Satun Province were volunteers so their knowledge and ability on the operation was not equal. To manage knowledge, it needed to construct the accurate knowledge to make understanding and to have a knowledge set as to adapt the concept base on Community Based Tourism Management for those operators. Then, all the related operators shared ideas and learned together as well as extracting knowledge and storing data from learning exchange which were accepted to analyze and publicize the knowledge for the people who are interested in CBT and to apply knowledge for their work to Enhance knowledge and create new knowledge further.

Knowledge management in tourism by CBT there must be a process of knowledge management as a tool by 4 mainly steps as follows;

1. Knowledge Shape/work, the development process and the creation of new knowledge to the group, who had no knowledge of CBT, which includes residents and youth in the community and those who have no knowledge of the external, which mostly is government officers and private sector to support the implementation of the community by a lecture form the scholar, experiences and specialists in the field of tourism by the community to build knowledge and understanding of key concepts in the development of tourism in the community. To make a discussions with a focus on building relationships between people in the community who have knowledge and experience in the operation of the people in the community who lack of knowledge or understanding of tourism by the community. While the knowledge to be extracted, screening and capturing knowledge in communities along the way. Issues in building and knowledge sharing based on the core elements of CBT 4 areas of the Bureau of Attraction Development, Ministry of Tourism and Sports has identified on 2007 in natural resources, community, management And learning characteristics of tourism activities to create awareness and understanding of different cultures, lifestyles and deal with the learning process between residents and visitors to create awareness about the conservation of natural and cultural resources both of the locals and visitors.

2. Knowledge Store is to extract, screen, capture the knowledge in communities along the way, and then it needs to store knowledge which is recorded from the process of exchange of information and knowledge of the community, which is Tacit Knowledge from community tourism leaders the most. A group of local politicians, villagers and young people by recording and storing data in the form of words, images, animation and sound, then the analysis and synthesis of data from the community to raise the level of data into information and information systems in place to be stored in the data warehouse by using information systems as a tool because of work faster and easier-to-use knowledge.

3. Knowledge Sharing is a process after analyzing and synthesizing the information from the community to enhance the data become the information and stores the data regularly by using the system as a tool and disseminates knowledge to the vocal group travel community for understanding. The local politicians, government staff and the private sector play a role in promoting the villagers and visitors to gain more knowledge of CBT and also reduce the level of knowledge of differences vocal group of traveling in community. The local politicians, government staff and the private sector play a role in promoting the villagers and visitors to the concept foundation of the operations and the development of CBT as a valid community in the same way then get the sustainable in social development by using tourism as a tool.

4. Knowledge sustainable of information, community tourism leader, local politicians responsible for the government agencies and private sector plays a role in promoting. Locals and tourists need to know that the data stored in the data warehouse community to solve problems in situations likely to arise or develop their own knowledge and expertise in more responsible. And it will be contributed to the advancement CBT effectively. As well as to learn the basics of travel activities, rules or regulations, and the community to experience a real tour prior to departure in the community of tourists traveling to knowledge. When this knowledge is used and the process knowledge, the skills of the people in the community expertise into Tacit Knowledge and Explicit Knowledge can lead to the creation of new knowledge, or correcting the old which builds on knowledge to new knowledge occurs continuously and cognitive development in a sustainable community.

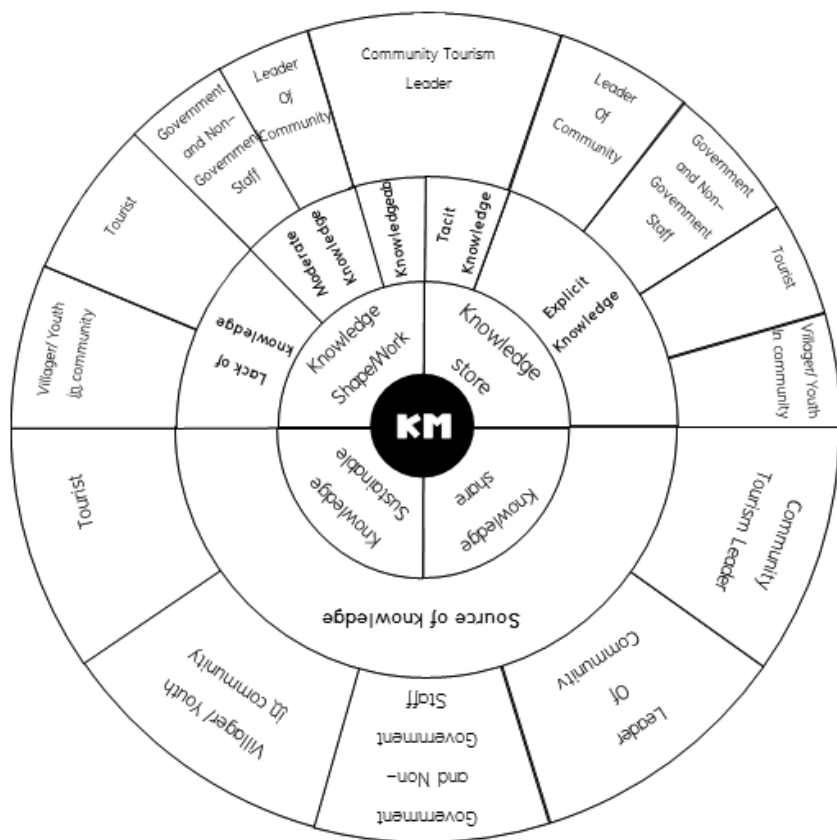


Figure 2: A model of collection an information from the community to develop a for Community Based Tourism (CBT) network, Satun province.

The Study of Knowledge Management in Community Tourism Network Satun province is the relationship between Knowledge management process, which includes Knowledge Shape/work knowledge Store knowledge Share and Knowledge Sustainable, with a stakeholder for Community Tourism Network Satun province, which includes Leader of Community, Government and Non- Government Staff , Community Tourism Leader , Villager Youth in Community and Tourist that all have a knowledge 2 type is Tacit knowledge and Explicit knowledge as the relations in exchange for learning for Community Tourism Network Satun province.

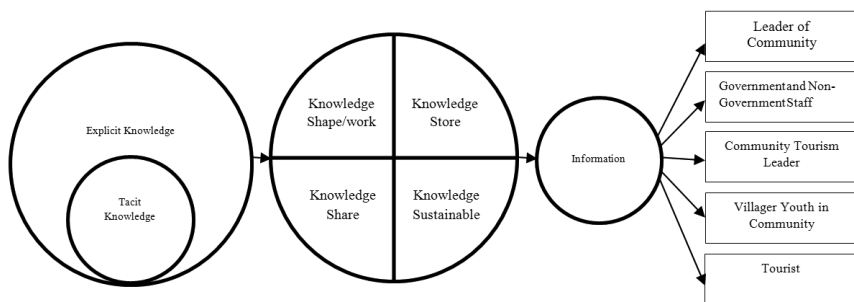


Figure 3: The relations in exchange for learning for Community Tourism Network Satun province.

6. Conclusion

The Data gathered from community-based tourism by using the knowledge management process as a tool to develop information system for community-based tourism network of Satun contains the basic information in natural resources and culture, community, management, and learning as an information from all relevant sectors which the information will be reliable, accurate and also knowledge level adjustment of involved person in managing CBT to belong most equal. As a result, all sectors of the tourism development in the community, which is a tool for the tourists that can find and get the correct information before traveling through Information System for Community Based (CBT) Tourism Network of Satun.

From the information collection of communities using knowledge management tool and the received information was brought to develop the information system for Community Based Tourism Network of Satun Province consisting of five main points; 1) basic data, 2) natural and cultural resources, 3) community organization 4) management and 5) learning. All information obtained was from the knowledge of those involved in Satun Community Based Tourism Network of all sectors. Therefore, it was considered that it was reliable, correct and accurate and it achieved the adaption of the level of knowledge of those people involved in the tourism network in Satun Province to an equal level as possible. As a result, those involved sectors had basis concept of CBT in the same direction. As for the tourists, they could find and get information before traveling through

accurate information system for Community-Based Tourism of Satun Community-Based Tourism Network. However, to manage knowledge for necessary information for Satun Community-Based Tourism Network, the structure and responsibility of the operation was divided into 2 parts:

1. The structure of the operation on internal knowledge management Satun Community-Based Tourism Network causing from the relationship of knowledge management process which consisted of:

1.1 Knowledge management of the community, each community network aimed to create the basis concept of Community-Based Tourism in the same direction between the community leaders and local residents or youth in the community. As a result, there was a strong and powerful driving mechanism which led to Community-Based Tourism Management and produced the cooperation in planning and using sustainable tourism resources. It also increased the capability in the push to negotiate and coordinate with other organizations of both public and private sector who are involved in Community-Based Tourism management.

1.2 External Knowledge management of Satun Community-Based Tourism Network was the learning exchange of information, knowledge, opinions, and experiences operating by the community between Satun Community-Based Tourism Network consisting of 10 communities as follows: 1) Baan Bo Jet Look 2) Baan Bu Buoi 3) Baan Coke Phayom 4) Baan Kuan Bohdi 5) Baan Hua Tang 6) Baan Phu Pha Phet 7) Baan Ke Tri 8) Ban Thung Sa Bo 9) Chum Chon Koh Sa Rai 10) Baan Na Torn and government and private offices which supported tourism, including tourists to create the concept of CBT to get into the same direction. At the policy level, it would bring about the development and promotion of a strong and effective mechanism to drive for sustainability in tourism management by the community nowadays and in the future.

2. Duties of the operation of internal knowledge management of Satun Community-Based Tourism Network were the connection of the relationship of the structure of knowledge management of Community-Based Tourism to achieve its vision that was defined before management knowledge consisting of:

2.1 Duties of Satun Community Based Tourism Network which operated the internal knowledge management consisting of community leaders and villagers or youth, and external knowledge management consisting of Satun Community-Based Tourism Network and government and private organizations that supported and tourism, including learning exchange of information, knowledge, opinions and experiences in operating the tourism community in terms of community basis, natural resources and cultural heritage management, community organizations and learning to create new knowledge gradually. This would affect the concept of practical development and policy of Satun Community-Based Tourism Network to be sustainable.

2.2 Duties of external offices involved with the tourism operation by Satun community divided into government and private organizations as well as learning exchange of information, knowledge, opinions and experiences in operating the tourism community to solve the problems in the operation and promoted the operation of Satun Community-Based Tourism Network to be sustainable.

2.3 Duties of tourists or visitors to share and exchange data, knowledge, opinions and experiences in the tourism in other communities that they had to follow the rules and regulations of the tourism community under Satun Community-Based Tourism Network strictly.

7. Acknowledgement

A Study of necessary Tourism Information Context for Information Technology System Development for Community Based Tourism of Satun Community Based Tourism Network is partial of Information Technology System Development for Community Based Tourism of Satun Community Based Tourism Network. And thankful my advisor, Dr. Warach Madhyamapurush and co-advisor Dr. Phatpitta Sreesoompong.

8. Bibliography

- Badin Wijarn. (2004). **Knowledge management to Practical Wisdom**. Bangkok: Expernet.
- Boondee Boonyakij and others. (2004). **Knowledge Management : from theory to operation**. Bangkok: Thailand Productivity Institute.
- Chai Phothisita. (2007). **Art and Science of Qualitative Research**. Bangkok: Amarin Printing.
- Chalongsri Phimonsonphong. (1999). **Planning and Developing of the Tourism Marketing**. Bangkok: Kasetsart University,
- Chatchawan Wongprasert. (2005). **Knowledge Management in Business Organization**. Bangkok: Expernet Co. Ltd.
- Davenport, Thomas H. (1999). **Knowledge Management**. Bangkok: A.R. Business Press.
- Kanshit Malaiwong. (1996). **Thai Intelligence Base in Internation**. Bangkok: The Royal Institute, Ministry of Education and Princess Maha Chakri Sirindhorn Anthropology Center, Silpakorn University.
- Kidaman Malithong. (2004). **Educational Technology and Innovation**. Bangkok: Social Research Institute, The development of a measure of quality of life and social development through community Participation, Chulalongkorn University.
- Laudon, K.C. and Laudon, J.P. (2001). **Essentials of management information systems : Organization and technology in the enterprise**. 4th ed. Upper Saddle River, NJ: Prentice Hall.
- Monchai Thienthong. (2008). **Is it hard to do KM**. Lecture Paper on September 24, 2008. Department of Information Technology.
- Panthip Ramsoot. (2002). **Participatory Action Research**. 2nd. Ed. Nakhorn Prathom : ASEAN Institute for Health Development, Mahidol University SALAYA.
- Phaiboon Wattansiritham. (2004). "Knowledge Management and Social Management." In **Local Knowledge In Knowledge Management and Social Management' 87**. Chiangmai: Social Management College.

- Piyaporn Manthajit. (2004). **Knowledge Community**. Bangkok: Thailand Knowledge Center (TKC).
- Pornthida Wichienpanya. (2004). **Knowledge Management : Foundation and Application**. Bangkok: Expernet.
- Praphon Phasukyeud. (2005). “Knowledge Management for Young Developer” and “Happy Eastern Community”. In **Knowledge Management for Beginner**. Lecture at Cha Mao Mountain, shalay, Chantaburi province, July 18, 2005. Bangkok: Yaimai.
- Pravet Vasee. (2005). **Knowledge Management : Process of human liberation to potential, freedom and Happiness**. Bangkok: The Knowledge Management Institute (KMI).
- Sin Sarobon. (2003). **Community Based Tourism, Concept and Experience in Northern Area**, Chiangmai: Thailand Research Fund (TRF).
- Suchada Keeranun. (1998). **Statistics of Information Technology : Data in an Information System**. Bangkok: Chulalongkorn University.
- Suthi Sinthong. (2009). **Knowledge Management**. Bangkok: Thailand Productivity Institute.
- Suwachara Joonphijarn. (2007). **Knowledge Management**. Retrieved September 11, 2015, from <http://www.pharmacy.cmu.ac.th/team/knowledge.pdf>
- Tourism Researcherity of Thailand. (2005). **Target of Tourism in Thailand 1996-2005**. Retrieved August 3, 2015, from http://www2.tat.or.th/stat/web/static_index.php.

