

# Innovation Model of Tourism Knowledge Management Process of Lower North Eastern Local Administration Organization

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Source: royjaitai.com. 2014



# **Innovation Model of Tourism Knowledge Management Process of Lower North Eastern Local Administration Organization**

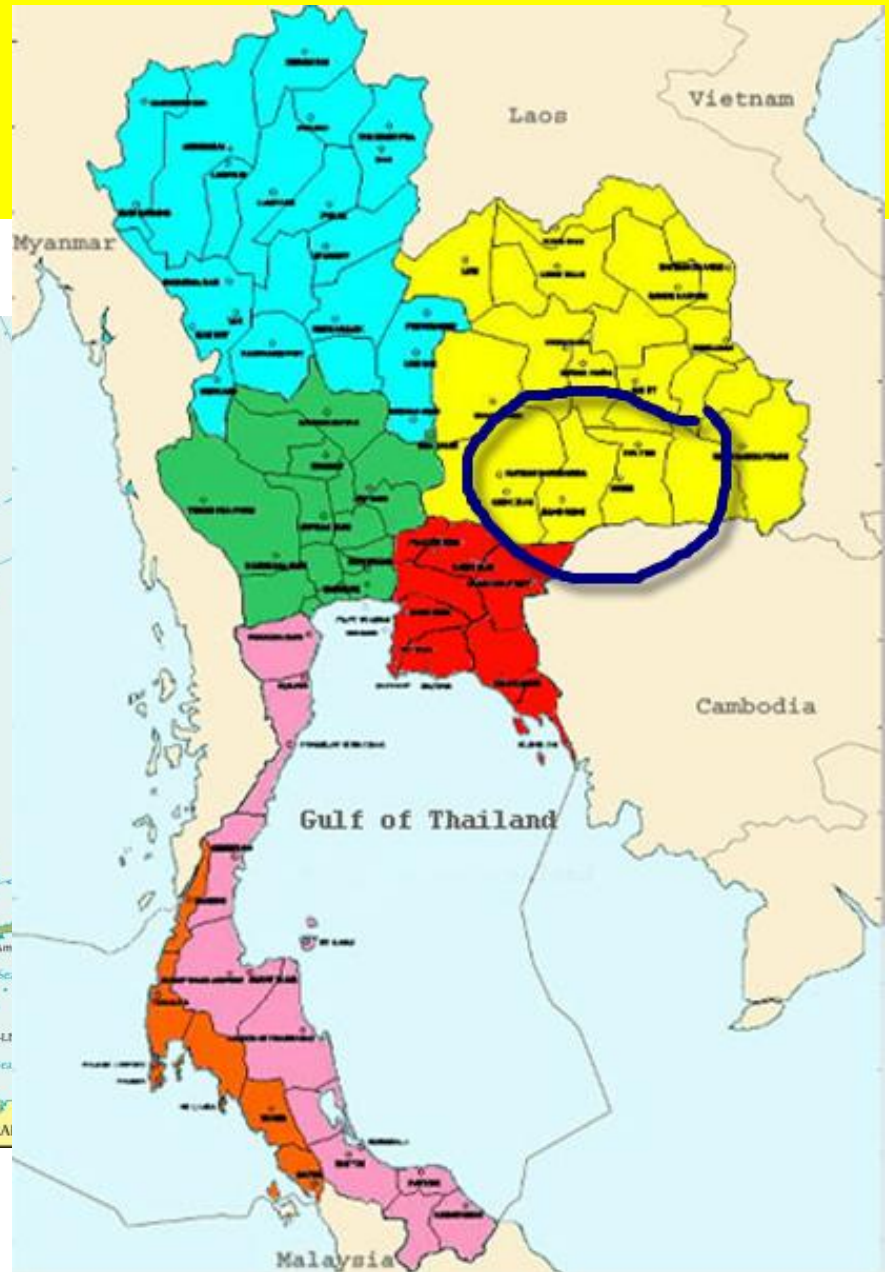
*This research is part of the Innovation Model Of  
Tourism Knowledge Management Process Of Lower  
North Eastern Local Administration Organization.*

# Objective

*analyzed the process of knowledge management for the information of the local governments in the Lower North Eastern*



# Area



# Introduction

## **Sub-district Administration Organization**

- established under the District Council and Sub-district Administration in 1994
- manages plan and budget for the development of the district in terms of economic, social and cultural activities that need protection, care and maintenance of natural resources and the environment including the management of tourism destinations

# Introduction

## Sub-district Administration Organization

- promote tourism  
under the plan and the process of decentralization to local government
- promoting the role of community and organizations in the local community participation in the management of a comprehensive tourism
- development of knowledge in the organization to look into the organization of learning

# Select the target local government organization



1. famous ***tourist attraction*** in the area managed by the local government and ***rural accommodation*** or registration and received ***standard homestay*** from Ministry of Tourism and Sports.



# Select the target local government organization

1.1 local products, folk tourist attractions and a source of learning with full of their own culture as a source of archaeological interest places.

1.2 **Beautiful landscape** suitable for relaxing surrounding with the beauty of ecosystems

1.3 There are pets and animals in attracting tourists.

1.4 Can visit and observe the lifestyle of the people in neighboring countries.

# Select the target local government organization

2. Experience in Tourism
3. Executive Leadership
4. An Academic skills of the executives
5. Quality of the team
6. The voluntarily participate in research



# Select the target local government organization

the target local government from

- choose the homestay prior to recognize that such groups in the area in charge of local administration which the group must meet the criteria that the researchers defined for 6 items.

- found 15 unique homestay responsible by the local government

# Select the target local government organization

Province	Amount	Local Organization
<u>Nakhon Ratchasima</u>	8	1. <u>Wang Mee Subdistrict Administration Organization</u>
		2. <u>Wang Nam Khiao Subdistrict Administration Organization</u>
		3. <u>Thai Samakkhi Subdistrict Administration Organization</u>
		4. <u>Khok Kra Chai Subdistrict Administration Organization</u>
		5. <u>Dankwian Subdistrict Municipality</u>
		6. <u>Ban Mai Subdistrict Administration Organization</u>
		7. <u>Tan Prasat Subdistrict Administration Organization</u>
		8. <u>Sida Subdistrict Municipality</u>

Source: Survey, 2013

# Select the target local government organization

Province	Amount	Local Organization
Chaiyaphum	4	1. Ban Rai Subdistrict Administration Organization
		2. Na Yang Klak Subdistrict Administration Organization
		3. Tha Hin Ngom Subdistrict Administration Organization
		4. Nafai Subdistrict Administration Organization

Source: Survey, 2013

# Select the target local government organization

Province	Amount	Local Organization
Buriram	2	1. Napho Subdistrict Municipality 2. Chorakhe Mak Subdistrict Administration Organization

Source: Survey, 2013

Province	Amount	Local Organization
Surin	1	1. Krapho Subdistrict Administration Organization

Source: Survey, 2013



# Methodology

1. analyze documents
  - annual budget plan
2. Surveys
  - The local administrations have taken the principles of knowledge management and knowledge management processes according to the knowledge management manual : From Theory to Practice of the Office of the Public Sector Development Commission and Office of Public Sector and the National Productivity Institute

# Findings

## **Knowledge management process of target local administrations**

The analysis of local administration knowledge management process is consistent with the process of the Office of the Public Sector Development Commission and the National Productivity Institute (2005) in seven steps

# Knowledge management process of target local administrations

<b>Knowledge management in 7 steps</b>	<b>Practical knowledge management of local administrations</b>
<b>1) Knowledge Identification</b>	Having knowledge of the tour guide in the form of a person who has tourism knowledge with tourism promotion officer of the agency.
<b>2) Knowledge Creation and Acquisition</b>	There is the recruitment and selection of creative personnel for tourism promotion officer.

# Knowledge management process of target local administrations

<b>Knowledge management in 7 steps</b>	<b>Practical knowledge management of local administrations</b>
<b>3) Knowledge Organization</b>	<b>Knowledge management-sharing plan for the fiscal year.</b>
<b>4) Knowledge Codification and Refinement</b>	Compliance knowledge management plan for the fiscal year.

# Knowledge management process of target local administrations

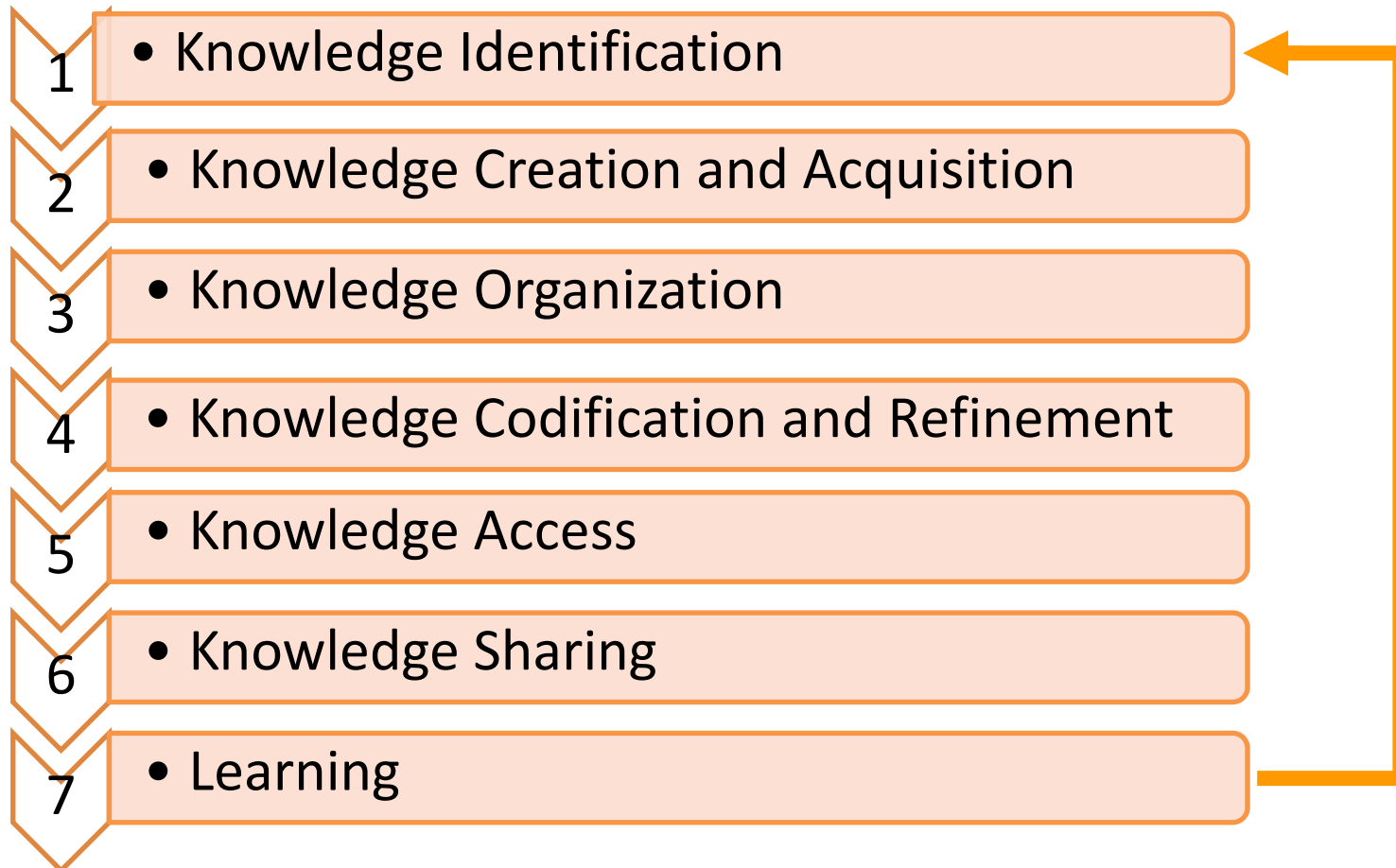
<b>Knowledge management in 7 steps</b>	<b>Practical knowledge management of local administrations</b>
<b>5) Knowledge Access</b>	<b>There is website that gather necessary knowledge for self-study users and has personnel training in tourism management.</b>

# Knowledge management process of target local administrations

<b>Knowledge management in 7 steps</b>	<b>Practical knowledge management of local administrations</b>
<b>6) Knowledge Sharing</b>	<b>News releases for dissemination of knowledge and techniques to solve problems in tourism to others.</b>
<b>7) Learning</b>	Review plan for knowledge management for the fiscal year.



# Knowledge management process of target local administrations



# **Problems and obstacles to knowledge management in tourism and local administrations**

- Local government employees are from different fields of education and concept towards tourism management. They work as only a task followed the plan for fiscal year without the process of sustainable tourism development.
- Community or the Parties did not participate in the management of tourism and knowledge management plan of local administration fiscal year which results from the inconsistent with the requirements of the community.

# Conclusion

The process of knowledge management in tourism of the Local Administration Organization Knowledge management by providing an annual budget plan. The knowledge needed to perform the process of knowledge management to identify seven stages of knowledge: Knowledge Identification, Knowledge Creation and Acquisition, Knowledge Organization, Knowledge Codification and Refinement, Knowledge Access, Knowledge Sharing and Learning.

must comply with the community based tourism. And community-based strategic plan of the government according to the context area.

**Thank you very much  
for your attention**