

# Curriculum Vitae

**Name:** FU Jing (付静)

**Date of Birth:** April, 13, 1977

**Education Qualification:** PhD in Knowledge Management

**Professional Title:** Associate Professor in Knowledge Management

**Research Interests:**

Knowledge Management, Tourism Studies, Social Media Marketing

**Language Proficiency:**

Fluent in Chinese Mandarin, English and Thai Language

**Present Place of Work:**

Chengdu University, P. R. China

Hong Kong Polytechnic University, Hong Kong

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**Personal Introduction:**

Dr. Fu Jing is an Associate Professor of Knowledge Management in Chengdu University, Mainland China. She received her BA and MA from Sichuan Normal University in Mainland China and her PhD from Chiang Mai University, Thailand. She conducted her post-doc research in the Department of Tourism and Hospitality Management of School of Business Administration, Alexander Technological Educational Institute of Thessaloniki, Greece. She visited the University of Lyon 2, France and the University of New Hampshire, USA as a visiting scholar during 2012-2013. Her research interests are knowledge management, tourism studies, and social media marketing.

Fu Jing was the Vice Director of the Language Training Center of College of Foreign Languages and Cultures, Chengdu University (2005-2009) and Coordinator of e-Tourism Research Projects at the College of Arts Media and Technology, Chiang Mai University (2009-2012). She introduced the Erasmus Mundus Project of ‘a Sustainable e-Tourism’ to Chengdu University in 2011 and helped her university to play an active role in the next EM projects (e.g. cLINK, Erasmus+). She has been appointed as the Deputy Dean of the College of Foreign Languages and Cultures, Chengdu University



between 2014-2017, and her major responsibilities include research, postgraduate programs, faculty development and international cooperation.

Fu Jing has been appointed by the School of Hotel and Tourism Management of The Hong Kong Polytechnic University as Program Manager of PolyUx MicroMasters Program in International Hospitality Management since March 2018. Her major responsibilities include developing and implementing marketing activities, supervising day-to-day operations, coordinating with academic and industry units etc.

### **Educational Background:**

- **November 2013-August, 2014, Post-doctoral Researcher**  
Department of Tourism and Hospitality Management of School of Business Administration,  
Alexander Technological Educational Institute of Thessaloniki, Greece  
(A full scholarship supported by the Erasmus Mundus Action 2-Panacea project)  
**Research field:** *Knowledge Management; Social Media Marketing in International Tourism*
  
- **October -November 2013, Visiting Scholar**  
The University of New Hampshire, USA  
(A full scholarship supported by Chengdu University, China)
  
- **May-August 2012, Visiting Scholar**  
The University of Lyon 2, France  
(A full scholarship supported by the Erasmus Mundus Action 2-A Sustainable e-Tourism project)
  
- **June 2009-July 2012, PhD in Knowledge Management**  
College of Arts Media and Technology (CAMT), Chiang Mai University, Thailand;  
(A full scholarship supported by CAMT, Chiang Mai University, Thailand)  
**Thesis Title:** *Knowledge Management in e-Tourism Curriculum Design and Development*
  
- **September 2002--June, 2005, Master of Education,**  
Faculty of Foreign Languages, Sichuan Normal University, China
  
- **September 1995-June 1999, Bachelor of Management**  
Faculty of Mathematics and Software Science, Sichuan Normal University, China

## **Work Experience:**

1. **2018-present, Program Manager** of PolyUx MicroMasters Program in International Hospitality Management, School of Hotel and Tourism Management of The Hong Kong Polytechnic University;
2. **2014-2017, Deputy Dean** of Research, Faculty Development and International Cooperation, College of Foreign Languages and Culture, Chengdu University;
3. **2015- 2017, Program Manager** of the consecutive programs between Chengdu University and partner universities in Thailand, such as: MS program in Knowledge Management (with Chiang Mai University, Thailand); MA program in Language and Communication (with National Institute of Development Administration, Thailand); MS program in Logistics and Supply Chain (with Naresuan University, Thailand).
4. **2009-2012, Project Coordinator** of e-Tourism Research Projects conducted between Chiang Mai University and Chengdu University.
5. **2005-2009, Vice Director** of Language Training Center, College of Foreign Languages and Cultures, Chengdu University;
6. **2003-present**, full-time academic staff of College of Foreign Languages and Culture, Chengdu University.

## **Professional Responsibilities:**

1. **2013-present, Guest Lecturer and Co-Supervisor** of the MS Program in Knowledge Management, College of Arts Media and Technology, Chiang Mai University, Thailand;
2. **2015-present**, Reviewer of *Journal of Knowledge Management*;
3. **Reviewer** of the *Proceedings of the 7<sup>th</sup> International Conference on Software, Knowledge, Information Management and Applications* (SKIMA), Chiang Mai, Thailand (December 18-20, 2013);
4. **Register Chair and Reviewer** of the *Proceedings of the 6<sup>th</sup> International Conference on Software, Knowledge, Information Management and Applications* (SKIMA), Chengdu, China (September 9-11, 2012);
5. **Publicity Chair** of the *5<sup>th</sup> International Conference on Software, Knowledge, Information Management and Applications* (SKIMA), Benevento, Italy (September 7-9, 2011).

## Refereed Papers (2010-2018, international publications only):

1. **Jing Fu**, Mou Lei and Paipan Thanalerdsopit. (2017). Customer Knowledge Management: Engaging Chinese Tourists in the Destination of Thailand. *Asian Journal of Tourism Research*, 2 (3): 144-167 (ISSN: 2465-5012; e-ISSN: 2465-5023).
2. **Jing Fu** and Soultana Tania Kapiki. (2016). Reengineering Knowledge for e-Tourism and Hospitality Curricula. *Journal of Tourism, Heritage & Services Marketing*, 2(2), 23–32. <http://doi.org/10.5281/zenodo.376345>. ISSN: 2529-1947.
3. **Jing Fu**, Li Ping and Paipan Thanalerdsopit. (2016). Managing the Knowledge for Chinese Tourists: from the language and culture perspectives. *Proceedings of the CFLC International Forum on Smart Language Services: Globalization and Localization*, pp: 369-405. June 22, 2016, Chengdu, China.
4. Soultana Tania Kapiki, **Jing Fu** and Mou Lei (2015). Strategic Framework Showcasing Greece in Chinese Tourism Market. *EuroMed Journal of Business*, Vol.10 (3): 311-325, indexed by **SCOPUS**.
5. Soultana Tania Kapiki and **Jing Fu** (2014). e-Hospitality Strategies Enhancing Competitiveness: Evidence from China and Central Macedonia, Greece. Chapter 10 of *Handbook on Tourism Development and Management: pp 165-190*. Edited by Kerri Hayden Collins. Nova Science Publishers, ISBN: 978-1-63463-646-9.
6. Soultana Tania Kapiki, Mou Lei and **Jing Fu** (2014). Assessment of the Lodging Industry Profitability Performance: Invest in Independent or Chain Ownership? *Turizam*, 18 (2): 84-94. (ISSN 1450-6661 (Hard Copy) | ISSN 1821-1127 (Online) | UDC: 338.48, indexed by **CIRET's Data Bases** on the Tourism, Leisure, Outdoor Recreation and Hospitality Industry and **ROAD** (Directory of Open Access Scholarly Resources)
7. Soultana Tania Kapiki, **Jing Fu** and Mou Lei (2014). Managing the Knowledge for Chinese Tourists: Establishment of Greece as a Preferred Destination. *Proceedings of the International Conference on Contemporary Marketing Issues (ICCM)*, pp: 81-86, Athens, Greece, June 18-20, 2014. (ISBN: 978-960-287-145-4)
8. Soultana Tania Kapiki, **Jing Fu** and Mou Lei (2014). A Systems Thinking Approach for an e-Tourism & Hospitality Curriculum Design. *Proceedings of the International Conference on Cross-cultural Issues in Tourism and Hospitality*, pp: 71-85, Chania, Crete, Greece, May 14-16, 2014. (ISBN 978-0-948314-61-2)
9. **Jing Fu**, Nopasit Chakpitak, Paul Goldsmith, Pradorn Sureephong and Taksina Kunarucks. (2012). Creating a Knowledge Supply Chain for e-Tourism Curriculum Design: Integrating Knowledge Management and Supply Chain Management. *International Journal of Knowledge Management*, Vol. 8 (4): 71-94. (ISSN: 1548-0666; EISSN: 1548-0658), indexed by **SCOPUS, INSPEC**.
10. **Jing Fu**, Nopasit Chakpitak and Paul Goldsmith. (2012). A Knowledge Supply Chain: Reengineering e-

Tourism Curriculum Design. *e-Review of Tourism Research*, Vol. 10 (2), 56-62 (ISSN: 1941-5842), indexed by **SCOPUS**, International Federation for Information Technologies in Travel and Tourism (IFITT) Special Issue.

11. **Jing Fu**, Nopasit Chakpitak, Paul Goldsmith, Pradorn Sureephong and Taksina Kunarucks. (2012). Developing a Knowledge Supply Chain for e-Tourism Curriculum Design: a Knowledge Engineering Perspective. *Mediterranean Journal in Computer and Networks*. (indexed by **INSPEC/ IET** and **British Library**, ISSN: 1744-2397).
12. **Jing Fu** and Nopasit Chakpitak (2012). A Systems Thinking Review on e-Tourism Curriculum Design and Development. *e-Proceedings of the 6<sup>th</sup> International Conference on Software, Knowledge, Information Management and Applications (SKIMA)*. Chengdu, China.
13. **Jing Fu**, Nopasit Chakpitak, Paul Goldsmith, Pradorn Sureephong and Taksina Kunarucks. (2011) Knowledge Management in e-Tourism Curriculum Design: a Knowledge Supply Chain. *Proceedings of the 8<sup>th</sup> International Conference on Intellectual Capital, Knowledge Management and Organizational Learning (ICICKM)*, Bangkok, Thailand, 672-683. (indexed by **Thomson Reuters ISI** to Social Science and Humanities Proceedings/ **ISSHP** and Google Scholar, ISBN: 978-1-908272-21-8CD)
14. **Jing Fu**, Nopasit Chakpitak, Paul Goldsmith and Antonio Mazza. (2011). e-Tourism Curriculum Design: Filling the Gap between Knowledge Demand and Supply. *Electronic IEEE Proceedings of the 5<sup>th</sup> International Conference on Software, Knowledge, Information Management and Applications (SKIMA)*, Benevento, Italy, 96-104, indexed by **SCOPUS**, **IEEE** (The best PhD student paper award)
15. **Jing Fu**, Wided Batat and Nopasit Chakpitak. (2010). A Tourism English Teaching Model for GMS Universities: A KM Perspective. *Proceedings of the 4<sup>th</sup> International Conference on Software, Knowledge, Information Management and Applications (SKIMA)*, Paro, Bhutan, 137-145.
16. **Jing Fu**, Nopasit Chakpitak, Matteo Savino and Wided Batat. (2010). Gap Analysis of Knowledge Supply Chain for e-Tourism: A KM Perspective. *Proceedings of the 4<sup>th</sup> International Conference on Software, Knowledge, Information Management and Applications (SKIMA)*, Paro, Bhutan, 205-213.

Remarks: see abstracts in Appendix

### **Funded Projects (2013-2015, internationally-funded projects)**

- May-November, 2015. “Promoting Thailand in the Chinese Outbound Market: a cross-cultural perspective”. Associated with Social Research Institute of Chiang Mai University and funded by Thailand Research Funds. Completed.
- May-September, 2013. ‘Marketing Channels and Consumer Behaviors of Grain Products in China: the Cities of Chengdu and Chongqing’. Associated with the International College of Chiang Mai University and funded by Chiang Mai Provincial Government, Thailand. Completed.

### **International Conferences Attended (2010-2017):**

1. July 20-23, 2017: The 10<sup>th</sup> International Convention of Asia Scholars (ICAS10). Chiang Mai, **Thailand**.
2. July 15-18, 2017: The 13<sup>th</sup> International Conference on Thai Studies (ICTS13). Chiang Mai, **Thailand**.
3. June, 2014: The International Conference on Contemporary Marketing Issues (ICCM). Athens, **Greece**;
4. May, 2014: The International Conference on Cross-cultural Issues in Tourism and Hospitality. Crete, **Greece**;
5. June, 2013: The Biannual Meeting of the International Academy for the Study of Tourism. Olhao, Algarve, **Portugal**;
6. September, 2012: The 6<sup>th</sup> International Conference on Software, Knowledge, Information Management and Applications (SKIMA). Chengdu, **China**;
7. October, 2011: The 8<sup>th</sup> International Conference on Intellectual Capital, Knowledge Management and Organizational Learning (ICICKM). Bangkok, **Thailand**;
8. September, 2011: The 5<sup>th</sup> International Conference on Software, Knowledge, Information Management and Applications (SKIMA). Benevento, **Italy**;
9. January 3-5, 2011, the Kick-off Meeting of the Erasmus Mundus-a Sustainable e-Tourism Project, Hanoi, **Vietnam**;
10. August, 2010: The 4<sup>th</sup> International Conference on Software, Knowledge, Information Management and Applications (SKIMA). Paro, **Bhutan**.

### **Editorial Experiences (2015-2016)**

1. **Editor**. *Proceedings of the CFLC International Forum on Smart Language Services: globalization and localization* (2016). Sichuan University Press. ISBN: 978-7-5690-0172-3; CIP (2016) 290732.
2. **Editor**. *You and Us- Stories between China and Thailand* (2016, Chinese and Thai Versions). China Intercontinental Communication Press. ISBN: 978-7-5085-3325-4; CIP(2016) 261398.

### **Subjects Taught (2012-present):**

- **2015-2017, Theoretical Base of Knowledge Management** (in English, a consecutive MS program in Knowledge Management conducted between Chengdu University and Chiang Mai University)
- **September-November 2017, Academic Writing**(in English, a BA program in Business English, Chengdu University)
- **March-June, 2017, e-Business** (Bilingual, a BA program in Business English, Chengdu University)

- **December 2013- March 2014, Understanding China and Chinese Tourists** (in English, an Erasmus Mundus program, Alexander Technological Educational Institute of Thessaloniki, Greece);
- **September-December, 2013, The Business of Tourism** (in English, a BA program in Business English, Chengdu University);
- **2012-2013, Marketing Principles and Best Practice** (in English, a BA program in Business English, Chengdu University).

## **Appendix: refereed papers and abstracts (international publications only)**

1. **Jing Fu**, Mou Lei and Paipan Thanalerdsopit. (2017). Customer Knowledge Management: Engaging Chinese Tourists in the Destination of Thailand. *Asian Journal of Tourism Research*, 2 (3): 144-167 (ISSN: 2465-5012; e-ISSN: 2465-5023).

**Abstract:** This paper takes a holistic view at the changing needs of the new Chinese outbound tourists, specifically in Thailand which has been one of their primary destinations. The research adopted the perspective of customer knowledge management, looking for a deeper understanding of the knowledge about, from and for the new Chinese tourists. An online survey in the Chinese language was conducted with qualitative and quantitative questions. The research findings help to build a strategic understanding to enable the Thailand tourism sector to become more active players in the Chinese tourism market.

2. **Jing Fu** and Soultana Tania Kapiki. (2016). Reengineering Knowledge for e-Tourism and Hospitality Curricula. *Journal of Tourism, Heritage & Services Marketing*, 2(2), 23–32. <http://doi.org/10.5281/zenodo.376345>. ISSN: 2529-1947.

**Abstract:** e-Tourism and hospitality represents the development of tourism and hospitality to integrate ICT tools and has significantly changed the industry over the last decade. In order to meet the new needs, knowledge service suppliers (i.e. the university) must meet the requirements and social developments of the tourism industry. The quality of e-tourism and hospitality curriculum depends largely on the education quality and its subsequent implementation. The research reveals that higher education is not currently meeting the needs of the industry, especially in the Greater Mekong Sub-region countries. This article focuses on two major problems, which represent a disparity between the knowledge needs of the tourism and hospitality industry and the knowledge provided by curricula in higher education. The authors leverage a knowledge engineering perspective so as to bridge the gap between knowledge demand and supply as related to e-tourism and hospitality curriculum design.

3. **Jing Fu**, Li Ping and Paipan Thanalerdsopit. (2016). Managing the Knowledge for Chinese Tourists: from the language and culture perspectives. *Proceedings of the CFLC International Forum on Smart Language Services: Globalization and Localization*, pp: 369-405. June 22, 2016, Chengdu, China.

**Abstract:** This paper takes a holistic view at the changing needs of the Chinese new tourists, specifically towards Thailand which has been a primary destination for the Chinese outbound tourists. The research adopted a theoretical background from customer knowledge management, investigating a deeper understanding of the knowledge about, from and for the Chinese new tourists, particularly concerning language and culture barriers. An online survey in the Chinese language was conducted with a qualitative and quantitative nature. The research findings help to build a strategic framework for the Thailand tourism authority to prepare itself towards becoming



a more active player in the Chinese tourism outbound market.

4. Soultana Tania Kapiki, **Jing Fu** and Mou Lei (2015). Strategic Framework Showcasing Greece in Chinese Tourism Market. *EuroMed Journal of Business*, Vol.10 (3): 311-325, indexed by **SCOPUS**.

**Abstracts:**

**Purpose-** The purpose of this research paper is to take a holistic view of the body of knowledge of the second wave of Chinese outbound tourists so as to develop a strategic framework towards positioning Greece in the China outbound tourism market.

**Design/methodology/approach-**The survey adopted a perspective from knowledge management, investigating a deeper understanding of the knowledge about, from and for the Chinese tourists, and Greece was taken as a case study. An online survey with quantitative aspects was conducted from October 2013 to January 2014.

**Findings-**The knowledge about the Chinese tourists depicts a young, well-educated segment with a predominance of female and western China residents. The knowledge from the Chinese tourists reveals that they prefer: visiting islands and heritage sites; safety while travelling; a faster visa process; a direct flight between China and Greece; and making a trip combined with other Schengen countries. The knowledge for the Chinese tourists indicates that purchasing tourism products/services online provides better price, is enjoyable, convenient and time-saving; and the top five digital platforms often used are Ctrip, Qunar, QQ, Weibo and WeChat, which could be effective tools for the promotion of Greek tourism in China.

**Originality/value-**This research offers a first step to investigate the knowledge of Chinese tourists for the destination of Greece. The findings help to propose a strategic knowledge framework for the Greek tourism authorities so that Greece can become a more active player in the Chinese outbound tourism market

5. Soultana Tania Kapiki and **Jing Fu** (2014). e-Hospitality Strategies Enhancing Competitiveness: Evidence from China and Central Macedonia, Greece. Chapter 10 of *Handbook on Tourism Development and Management: pp 165-190*. Edited by Kerri Hayden Collins. Nova Science Publishers, ISBN: 978-1-63463-646-9.

**Abstract:** Hospitality businesses need to implement a number of strategies so as to compete successfully in today's tourism market. Among other tools, hoteliers can use information and communication technologies (ICTs) in order to attract more guests, ameliorate service quality, deliver exceptional guest satisfaction and increase revenues, as well as market share. This chapter investigates the needs and ICT tools used by the new tourists when searching, selecting and booking a lodging abroad. Furthermore, it explores what are the success factors on ICT and examines whether the ICT investments enhance competitiveness in the hospitality industry and to what extent. Based on the research findings, strategic proposals are addressed to the hotel managers towards enhancing the competitiveness of their property.

In order to achieve the research goals, the authors conducted two surveys: the first took place in China (which is a priority tourism market for many Mediterranean countries) and the second in Central Macedonia, Greece.

The results reveal that the needs and practices of the Chinese outbound tourists as it concerns the ICT tools are as follows: information about the destination should be in the Chinese language and listed preferably in 'Baidu, a superior search engine for Chinese netizens; The majority of the Chinese tourists (88,27%) are using Chinese OTAs (online travel agencies) when searching/booking hotels; The most preferred social media in China are QQ, Weibo and WeChat; Most tourists (51% of the sample) are satisfied when searching and purchasing tourism services from the Internet.

On the other hand, the findings show that the top 5 ICT systems considered the most critical to success for the Greek hotel managers are: guest security systems; website development with booking engine; on-line guest satisfaction evaluation; high-speed/WiFi Internet; and, the property management systems. Furthermore, adequate (more than 5% of annual capital expenditures) and proper investments in new technology systems enhance the hotel competitiveness in terms of efficiency, effectiveness and profitability.

A content analysis and online survey conducted in China, as well as a competitive analysis in the area of ICT and the application of both benchmarking and empirical analysis for the hotel economic assessment in North Greece, are among the main contributions of this chapter. The findings and proposed analyses can help hotel managers evaluate and compare their property with the competitive set as well as utilize the suggested strategies in order to improve the competitiveness of their property and become more active players in the tourism market.

6. Sultana Tania Kapiki, Mou Lei and **Jing Fu** (2014). Assessment of the Lodging Industry Profitability Performance: Invest in Independent or Chain Ownership? *Turizam*, 18 (2): 84-94. (ISSN 1450-6661 (Hard Copy) | ISSN 1821-1127 (Online) | UDC: 338.48, indexed by **CIRET's Data Bases** on the Tourism, Leisure, Outdoor Recreation and Hospitality Industry and **ROAD** (Directory of Open Access Scholarly Resources)

**Abstract:** The purpose of this article is to evaluate the economic results of the independent hotels in comparison with the chain hotels as well as to propose suggestions for the viability of the lodging industry. The survey took place in Greece concerning the period 2008-2011 and it was conducted via on-line questionnaires among 165 hotel units. The average means of efficiency and profitability indicators of the sampled hotels are benchmarked and the data of 2009 are utilized to further compare their ratios by using ratio analysis. Furthermore, ANOVA test is used to conduct mean difference analysis in order to identify the differences among the means along with their associated variables between independent and chain hotels.

The main findings of the survey show that, generally, the independent hotels tend to be more profitable than chain hotels. The sector's good practices that have been identified through this study are high-<sup>7</sup>lighted as suggestions for the viability of the lodging industry both in Greece and worldwide. Based on the findings of the survey, investors and hotel operators may have a clearer picture of whether it is preferable to invest their funds in the development

of an independent hotel or they should turn to chain ownership.

7. Soultana Tania Kapiki, **Jing Fu** and Mou Lei (2014). Managing the Knowledge for Chinese Tourists: Establishment of Greece as a Preferred Destination. *Proceedings of the International Conference on Contemporary Marketing Issues (ICCM)*, pp: 81-86, Athens, Greece, June 18-20, 2014. (ISBN: 978-960-287-145-4)

**Abstract:** This paper takes a holistic view at the changing needs of the Chinese new tourists, specifically towards Greece which has not been a primary destination for the Chinese outbound tourists. The research adopted a perspective from customer knowledge management, investigating a deeper understanding of the knowledge about, from and for the Chinese new tourists. An online survey translated in the Chinese language was conducted with a qualitative and quantitative nature. The research findings help to build a strategic knowledge framework for the Greek tourism authority to prepare itself towards becoming a more active player in the Chinese tourism outbound market. The suggestions include facilitation of accessibility (e.g. an official website about Greece in Chinese, simplification of visa issuing and a direct flight connecting the two countries); proper preparation of the accommodation sector (the understanding and respect of the Chinese culture and tourists' habit can improve satisfactions); enhancement of the offered attractions (affordable luxury cruises and recreational activities on the islands, such as theme and amusement parks and agro farms); introduction of Greek food and its culture in a vivid way and interpreted in the Chinese language; and, improvement of amenities such as public safety and communications.

8. Soultana Tania Kapiki, **Jing Fu** and Mou Lei (2014). A Systems Thinking Approach for an e-Tourism & Hospitality Curriculum Design. *Proceedings of the International Conference on Cross-cultural Issues in Tourism and Hospitality*, pp: 71-85, Chania, Crete, Greece, May 14-16, 2014. (ISBN 978-0-948314-61-2).

**Abstract:** The tourism sector is part of the knowledge-intensive industry, which has been significantly impacted by the development of ICTs. The ICT-enabled tourism requires broad multidisciplinary domain knowledge as well as the use of technologies. Higher education, as one of the most important knowledge and service providers to society, is bound to produce qualified intellectual products, which depends largely on the quality of knowledge and its way of delivery within a curriculum. However, an inefficient knowledge update in the tourism higher education failed to meet the new knowledge demand driven by the development of ICTs, which is challenging tourism graduates both in new knowledge of tourism e-business and skills of ICT management. This research takes e-tourism curriculum as a case study, highlighting the importance of a systems thinking as a management approach by the use of a knowledge supply chain (KSC) as the potential solution to leverage the knowledge that the tourism industry needs. The KSC in this study is potential to: boost the boundary-spanning knowledge and skills for the key actors; improve the project management skills of the department; enhance the flexibility and

agility of the faculty, and encourage the innovation of the university; and deepen the understanding between academia and industry.

9. **Jing Fu**, Nopasit Chakpitak, Paul Goldsmith, Pradorn Sureephong and Taksina Kunarucks. (2012). Creating a Knowledge Supply Chain for e-Tourism Curriculum Design: Integrating Knowledge Management and Supply Chain Management. *International Journal of Knowledge Management*, Vol. 8 (4): 71-94. (ISSN: 1548-0666; EISSN: 1548-0658), indexed by **SCOPUS**, **INSPEC**.

**Abstract:** The evolution from an information-based economy to a knowledge-based society requires higher education to produce intellectual outputs which match market and society needs by improving its educational process and outputs. Curriculum, as a core factor in refining this process, is therefore a key part of the transformation. Management solutions such as Knowledge Management (KM) or Supply-Chain Management (SCM) have been applied to enhance the efficiency and effectiveness of higher education, but were mostly applied at an administrative level. To improve the quality of education to meet industry and society needs requires a holistic management of the curriculum design and development process. This empirical research in Thailand proposes a Knowledge Supply Chain (KSC) approach as a potential solution, which integrates theories and practices of KM and SCM to design an e-tourism curriculum to meet the industry and society needs in the context of the Greater Mekong Sub-region (GMS).

10. **Jing Fu**, Nopasit Chakpitak and Paul Goldsmith. (2012). A Knowledge Supply Chain: Reengineering e-Tourism Curriculum Design. *e-Review of Tourism Research*, Vol. 10 (2), 56-62 (ISSN: 1941-5842), indexed by **SCOPUS**, International Federation for Information Technologies in Travel and Tourism (IFITT) Special Issue.

**Abstract:** The evolution from an information-based economy to a knowledge-based society requires higher education to produce intellectual outputs to match market and society needs by adjusting its educational process and praxis. Curriculum, as a core factor in refining this process, is therefore a key part of the transformation. Practices of Knowledge Management (KM) or Supply-Chain Management (SCM) have been applied to enhance the efficiency and effectiveness of higher education, but still cannot fill the gap between higher education and society needs. The empirical research in Thailand proposes a Knowledge Supply Chain (KSC), which integrates theories and practices of KM and SCM to close the gap.

11. **Jing Fu**, Nopasit Chakpitak, Paul Goldsmith, Pradorn Sureephong and Taksina Kunarucks. (2012). Developing a Knowledge Supply Chain for e-Tourism Curriculum Design: a Knowledge Engineering Perspective. *Mediterranean Journal in Computer and Networks*. (indexed by **INSPEC/ IET** and **British Library**, ISSN: 1744-2397).

**Abstract:**

e-Tourism or associated e-tourism business represents the development of tourism to integrate ICT tools and has significantly changed the infrastructure of the tourism industry and tourists' behavior over the last decade. In order to meet the needs of new tourists, knowledge service suppliers (i.e. the university) must meet the requirements of e-tourism industries. Research suggests that higher education is not currently meeting the needs of the e-tourism industry, especially in GMS developing countries. The quality of e-tourism curriculum provision depends largely on the education quality and its subsequent implementation. This research focuses on two major problems, which represent a gap between the knowledge needs of the e-tourism industry and the knowledge provided by tourism curricula in higher education. The research leverage a knowledge engineering perspective to investigate how to close the gap between knowledge demand and that supplied by higher education through an analysis of the "as-is" and desired "to-be" situation, as related to e-tourism curriculum design. A solution is proposed through an integration of the tools of supply chain management and knowledge management.

12. **Jing Fu** and Nopasit Chakpitak (2012). A Systems Thinking Review on e-Tourism Curriculum Design and Development. *e-Proceedings of the 6<sup>th</sup> International Conference on Software, Knowledge, Information Management and Applications (SKIMA)*. Chengdu, China.

**Abstract:** In the knowledge-based economy, competitiveness depends on how knowledge workers manage knowledge and use technologies. The tourism sector is part of the knowledge-intensive industry, which has been significantly impacted by the development of Information, Communications and Technologies (ICTs). The ICT-enabled tourism requires a broader multidisciplinary domain knowledge as well as the use of technologies. Higher education, as one of the most important knowledge providers and service suppliers to society, is obliged to produce qualified intellectual products through the process of knowledge creation and transfer which depends largely on the quality of knowledge and its way of delivery within a curriculum. However, an inefficient infrastructure and mechanism of knowledge update, provision and sharing in the tourism higher education failed to meet the new knowledge demand from the tourism industry driven by the development of ICTs, which is challenging tourism graduates both in new knowledge of tourism e-business and new skills of ICT management as well as applications. This research takes e-tourism, a relatively new phenomenon, as a case study, highlighting the importance of a systems thinking as a management approach by the use of a knowledge supply chain as the potential solution to leverage the knowledge that the tourism industry needs, and tourism curriculum provision.

13. **Jing Fu**, Nopasit Chakpitak, Paul Goldsmith, Pradorn Sureephong and Taksina Kunarucks. (2011)

Knowledge Management in e-Tourism Curriculum Design: a Knowledge Supply Chain. *Proceedings of the 8<sup>th</sup> International Conference on Intellectual Capital, Knowledge Management and Organizational Learning (ICICKM)*, Bangkok, Thailand, 672-683. (indexed by **Thomson Reuters ISI** to Social Science and Humanities Proceedings/ **ISSHP** and Google Scholar, ISBN: 978-1-908272-21-8CD)

**Abstract:** The evolution from an information-based to knowledge-based society requires higher education to transform its intellectual outputs in order to meet market and society needs. Curriculum is a core factor in the quality of higher education output and is therefore a key part of this transformation. In the past, practices of Knowledge Management (KM) or Supply Chain Management (SCM) were applied to enhance the efficiency and effectiveness of higher education from an administrative standpoint, but have still not reduced the gap between higher education and society needs. This empirical research proposes the application of a Knowledge Supply Chain (KSC) to strengthen curriculum design and close the gap between market need and curriculum provision. This paper integrates Knowledge Management and Supply Chain Management for the first time and applies the Supply Chain Management Reference (SCOR) model to standardize the KSC of curriculum design. The research utilizes a case study to investigate, selecting e-tourism curriculum within the Greater Mekong Sub-region (GMS). As a key part of the national revenue of GMS developing countries, e-tourism is seen as crucial in meeting the needs of sustainable tourism revenue. This research suggests e-tourism is suffering from an acute shortage of professionals and lecturers, mainly because of the significantly slower lead-time of curriculum design compared to the development of the e-tourism industry. The key research problem analyzed in this paper is how to design and develop a sustainable e-tourism curriculum. A Knowledge Management System (KMS) is applied to facilitate knowledge flow within the KSC of e-tourism curriculum design. Due to the nature of this research, which deals with both implicit and explicit knowledge, qualitative research methods were conducted to collect data from the e-tourism industry, as well as curriculum designers and senior university lecturers. The results of in-depth interviews are presented, and through a combination of data analysis and comparative study, problems associated with current curriculum design are clarified. KM and SCM are integrated to propose a conceptual framework, which can solve problems associated with existing curriculum design. The paper concludes by using a KM framework to advocate a curriculum design focused not only on curriculum content, but delivery and structure. Potential beneficiaries of this research are university planning and development personnel, lecturers and curriculum developers (particularly those involved with inter-disciplinary subjects), as well as professionals and trainers in the industry.

14. **Jing Fu**, Nopasit Chakpitak, Paul Goldsmith and Antonio Mazza. (2011). e-Tourism Curriculum Design: Filling the Gap between Knowledge Demand and Supply. *Electronic IEEE Proceedings of the 5<sup>th</sup> International Conference on Software, Knowledge, Information Management and Applications (SKIMA)*, Benevento, Italy, 96-104, indexed by **SCOPUS, IEEE** (The best PhD student paper award)

**Abstract:** e-Tourism or e-tourism business, represents the development of tourism to integrate ICT tools and has significantly changed the infrastructure of the tourism industry and tourists' behavior over the last decade. In order to meet the needs of new tourists, service supplier (i.e. the university) must meet the requirements of e-tourism industries. Research suggests that higher education, as one of the most important knowledge providers, is not currently meeting the needs of the e-tourism industry, especially in GMS developing countries. The quality of e-tourism curriculum provision depends largely on the curriculum quality and its subsequent implementation. This research focuses on two major problems, which represent a gap between the knowledge needs of the e-tourism industry and the knowledge provided by tourism curricula in higher education. The research investigates how to fill the gap between knowledge demand and that supplied by higher education through an analysis of the "as-is" situation and the desired "to-be" situation as related to e-tourism curriculum design. A solution is proposed through an integration of the tools of supply chain management and knowledge management.

15. **Jing Fu**, Wided Batat and Nopasit Chakpitak. (2010). A Tourism English Teaching Model for GMS Universities: A KM Perspective. *Proceedings of the 4<sup>th</sup> International Conference on Software, Knowledge, Information Management and Applications (SKIMA)*, Paro, Bhutan, 137-145.

**Abstract:** The Greater Mekong Subregion, short for GMS, has been proved the fastest growing tourism destination since 2004. Consisted of six important developing countries of Southeast Asia with abundant tourism resources in this area, GMS has been attracting more and more travelers worldwide. In order to have a foot in the global tourism market, English, as a universal working language turns to be a crucial factor to success. Since personnel function is always one step ahead other business functions, tourism English education in local universities must unavoidably take responsibilities to provide qualified tourism workers. This paper is a conceptual framework with initial findings, which will focus on tourism English education, one of the most important factors in influencing the internationalization of tourism, hoping to find the gap between what tourism industry are requiring and what tourism education are providing from both industrial and educational perspectives. A case study will be placed on hospitality, then, a teaching model will be proposed for GMS universities from a knowledge management perspective.

16. **Jing Fu**, Nopasit Chakpitak, Matteo Savino and Wided Batat. (2010). Gap Analysis of Knowledge Supply Chain for e-Tourism: A KM Perspective. *Proceedings of the 4<sup>th</sup> International Conference on Software, Knowledge, Information Management and Applications (SKIMA)*, Paro, Bhutan, 205-213.

**Abstract:** With the booming online population throughout the world, e-tourism, as a combination of technology of ICTs and knowledge of tourism, also as an extension of e-commerce, has been changing and revolutionizing conventional tourism industry and tourism education. For most of the developing countries, whose tourism industries are the major national income, are in great need of improving the mechanism and

infrastructure for sustainable tourism development. An acute shortage of updated knowledge and skills and qualified working people result from a big gap between what e-tourism industry needs and what e-tourism education provides.

**Updated on Jan 22, 2019.**