ABSTRACT

The objective of this research is to identify how KM can contribute to the Tourism Malaysia and tourism industry in Malaysia as a whole. Tourism Malaysia deals with vast and diverse information about tourism domestically and internationally. How well and systematic are these information stored and managed to ensure that it can be assessed by the k-workers i.e. all the Tourist Assistants and Tourist Officers which relates to the studies linking to the concept of Communities of Practice (CoP). This study has been conducted using quantitative research and it uses a cross-sectional type of survey method where the questionnaires were distributed to a pre-determined sample i.e. the Tourist Assistants (TA). In this type of survey, the information is collected at just one point of time by distributing the questionnaires to the TA concerned. Response however was received in staggered basis during a time span of one month. Several face-to-face interviews were also conducted to the employees of other Tourism Malaysia staffs at various divisions concerned in the effort of acquiring in-depth understanding about the organization. In the attempt to explore the importance of embarking on the Knowledge Management effort in Tourism Malaysia, a series of test has been conducted and analysis of data had been undertaken followed by a proposal of developing a web-based application called Tourist Information Counter Knowledge Management System (TIC KMS). The satisfaction result obtained from using this prototype shows the significant importance of Knowledge Management to the organization which could result in improving its efficiency and effectiveness.