บรรณานุกรม

Acquisti, A. and Gross, R. (2006). Imagined Communities: Awareness, Information Sharing and Privacy on The Facebook. *Proceedings of the 6th Workshop on Privacy Enhancing Technologies*, Cambridge, UK, 2006.

Ahn, T., Ryu, S. and Han, I. (2007). The impact of Web quality and playfulness on user acceptance of online retailing. *Information and Management*, 44, 263–275.

Aladwani, A.M. and Palvia, P.C. (2002). Developing and validating an instrument for measuring user-perceived web quality. *Information and Management*, 39, 467–476.

Alwis, R.S. and Hartmann, E. (2008). The use of tacit knowledge within innovative companies: knowledge management in innovative enterprises. *Journal of Knowledge management*, 12(1), 133-147.

Assael, H. (1984*). Consumer Behavior and Marketing Action*, 2nd ed., Kent Publishing, Boston, Mass.

Baloglu, S. and McCleary, K.W. (1999). A model of destination image formation. *Annals of Tourism Research,* 26(4), 868–897.

Bauer, C. and Scharl, A. (2000). Quantitative evaluation of website content and structure. *Internet Research*, 10(1), 31–43.

Beerli, A. and Martin, J. (2004). Factors influencing destination image. *Annals of Tourism Research*, 31(3), 657-681.

Berman, S.L., Down J. and Hill C. W. L. (2002). Tacit knowledge as a source of competitive advantage in the national basketball association. *Academic Management Journal*, 45(1), 13-31.

Bigne, J. E., Sanchez, M.I. and Sanchez, J. (2001). Tourism image, evaluation variables and after purchase behaviour: Inter-relationship. *Tourism Management*, 22(6), 607–616.

Blankenship, A.B., Breen, G., and Dutka, A. (1998). Random Sample Sizes Required to Achieve Desired Levels of Confidence and Margin Error, *State of the Art Marketing Research*, Illinois, USA: NTC Business.

Boshoff, C. (2007). A psychometric assessment of e-squal: A scale to measure electronic service quality. *Journal of Electronic Commerce Research*, 8(1), 101–114.

Boyd, D. M. and Ellison, N.B. (2008). Social network sites: Definition, history, and scholarship. *Journal of Computer-Mediated Communication*, 13(1), article 11.

Buenadicha, M.,Chamorro, A., Miranda, F. J. and Gonzalez, O.R. (2001). A new web assessment index: Spanish universities analysis. *Internet Research*, 11(3), 226–234.

Buhalis, D. and Law, D. (2008). Progress in information technology and tourism management: 20 years on and 10 years after the Internet—The state of e-Tourism research. *Progress in Tourism Management*, 29(4), 609-623.

Buenadicha, M., Chamorro, A., Miranda, F.J. and Gonzalez, O.R. (2001). A new web assessment index: Spanish universities analysis. *Internet Research*, 11(3), 226–234.

Calantone, R. J., Di Benedetto, A., Hakam, A. and Bojanic, D.C. (1989). Multiple multinational tourism positioning using correspondence analysis. *Journal of Travel Research*, 28(2), 25–32.

Cao, M., Zhang, Q. and Seydel, J. (2005). B2C e-commerce website quality: An empirical examination. *Industrial Management and Data Systems*, 105(5), 645–661.

Chen, K. and Yen, D.C. (2004). Improving the quality of online presence through interactivity. Information and of specified quality factors. *Information Research*, 9(4), 217–226.

Chiaramonte, P. and Martinez, E. (2006). Jerks in space, *The New York Post*.

Choi, S., Lehto, X.Y. and Morrison, A.M. (2007). Destination image representation on the web: Content analysis of Macau travel related websites. *Tourism Management*, 28(1), 118-129.

Chon, K.S. (1991). Tourism destination image modification process: Marketing implications, *Tourism Management*, 12, 68–72.

Chow, W.S. and Chan, L.S. (2008). Social network, social trust and shared goals in organizational knowledge sharing. *Information and Management*, 45, 458–465.

Coshall, J.T. (2000). Measurement of tourists' images: The repertory grid approach. *Journal of Travel Research*, 39(1), 85–89.

Cox, A.M. (2008). Flickr: a case study of Web2.0. *Aslib Proceedings: New Information Perspectives,* 60(5), 493-516

Crompton, J.L. (1979). An assessment of the image of Mexico as a vacation destination and the influence of geographical location upon the image. *Journal of Travel Research*, 18(4), 18–23.

Crosby, L.A., Evans K.R. and Cowles, D. (1990). Relationship Quality in Services Selling: An Interpersonal Influence Perspective. *Journal of Marketing*, 24(1), 3-16.

Culnan, M.J. and Armstrong, P.K. (1999). Information privacy concerns, procedural fairness, and impersonal trust: An empirical investigation. *Journal of Organization Science*, 10(1), 104-115.

Dadgostar, B., and Isotalo, R.M. (1992). Factors affecting time spent by near-home tourists in city destinations, *Journal of Travel Research*, 31(2), 34–39.

Delone, W. H. and McLean, E. R. (1992). Information systems success: The quest for the dependent variable. *Information Systems Research*, 3(1), 60–92.

DeLone,W.H. and McLean, E.R. (2003). The DeLone and McLean model of information systems success: A ten-year update. *Journal of Management Information Systems*, 19, 9–30.

Dorsch, M.J., Swanson, S.R. and Kelley, S.W. (1998). The role of relationship quality in the

stratification of vendors as perceived by customers. *Journal of the Academy of Marketing Science*, 26(2), 128–142.

Donath, J. and Boyd, D. (2004). Public displays of connection. *BT Technology Journal*, 22(4), 71–82.

Dwyer, C., Hiltz, S.R. and Passerini, K. (2007). Trust and privacy concern within social networking sites: A comparison of Facebook and MySpace. *Proceedings of AMCIS 2007*, Keystone, CO.

Dwyer, F.R., Schurr, P.H. and Oh, S. (1987). Developing Buyer-Seller Relationships. *Journal of Marketing*, 51(2), 11-27.

Echtner, C.M. and Ritchie, J.R.B. (1991). The meaning and measurement of destination image. *Journal of Tourism Studies*, 2(2), 2–12.

Embacher, J. and Buttle, F. (1989). A repertory grid analysis of Austria's image as a summer vacation destination. *Journal of Travel Research*, 27(3), 3–7.

Fernandez, A. and Sabherwal, R. (2001). Organizational Knowledge Management: A Contingency Perspective. *Journal of MIS*, 18(1), 23-55.

Fesenmaier, D.R., Wo¨ber, K. and Werthner, H. (2006). Introduction: recommendation systems in tourism. In D. R. Fesenmaier, K. Wo¨ber, and H. Werthner (Eds.), Destination recommendation systems: *Behavioral foundations and applications. Wallingford, UK: CABI.*

Govers, R., Go, F.M. and Kumar, K. (2007). Promoting Tourism Destination Image. *Journal of Travel Research*, 46(1), 15-23.

Gretzel, U., Fesenmaier, D.R., Formica, S. and O'Leary, J.T. (2006). Searching for the Future: Challenges Faced by Destination Marketing Organizations. *Journal of Travel Research*, 45(2), 116–126.

Gross, R., Acquisti, A. and Heinz, H. (2005). Information revelation and privacy in online social networks. Workshop on Privacy In The Electronic Society. *Proceedings of the 2005 ACM workshop on Privacy in the electronic society.*

Hernandez, B., Jimenez, J. and Martin, J. (2009). The impact of self-efficacy, ease of use and usefulness on e-purchasing: An analysis of experienced e-shoppers. *Interacting with Computers*, 21(1-2), 146-156.

Kaplan, A. M. and Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of social media. *Business Horizons*, 53(1), 59-68.

Kim, H. and Richardson, S.L. (2003). Motion picture impacts on destination images. *Annals of Tourism Research*, 30(1), 216–237.

Kim, J., Jin, B. and Swinney, J.L. (2009). The role of etail quality, e-satisfaction and e-trust in online loyalty development process. *Journal of Retailing and Consumer Service*, 16, 239-247.

Koskinen, K.U., Pihlanto, P. and Vanharanta, H. (2003). Tacit knowledge acquisition and sharing in a project work context. *International Journal of Project Management*, 21, 281-290.

Križman, Pavlovic, D. and Belullo, A. (2007). Internet - An agent of tourism destination image formation: Content and correspondence analysis of Istria related travel Web sites. 4th International Conference on Global Challenges for Competitiveness: Business and Government Perspectives (pp. 541-566). Pula: Juraj Dobrila University of Pula, *Department of Economics and Tourism.*

Kumar, N., Scheer, L. K., and Steenkamp, J.B.E.M. (1995). The Effects of Supplier Fairness on Vulnerable Sellers, *Journal of Marketing Research*, 32, 54-65.

Jaffe, J. (2007). *Join the conversation: How to engage marketing-weary consumers with the power of community, dialogue and partnership.* Hoboken, NJ: John Wiley and Sons

Lai, L. (2010). The role of web-based social media in the formation of a tourism destination image. *IADIS International Conference Web based Communities*, Freiburg, Germany, July 29–31, 2011.

Laurel, C.A. (2000). A strategic planning approach to Web site management. *The Electronic Library*, 18(2), 97-108.

Lawson, F. and Baud-Bovy, M. (1977). *Tourism and recreational development*, London: Architectural Press.

Lee, G., Cai, L.A., and O'Leary, J.T. (2006). www.branding.states.us: An analysis of brand-building elements in the US state tourism website. *Tourism Management*, 27(5), 815-828.

Lenhart, A. and Madden, M. (2007). Teens, privacy, and online social networks. *Internet and American Life Project Report.*

Levine, G. (1999). 10 steps to building a successful website. Bobbin, 40(8), 61–63.

Lin, C., Morais, D.B., Kerstetter, D.L. and Hou, J. (2007). Examining the role of cognitive and affective image in predicting choice across natural, developed, and theme park destinations. *Journal of Travel Research*, 46, 183-194.

Lin, C.P. (2007). To share or not to share: Modeling tacit knowledge sharing, its mediators, and antecedents. *Journal of Business Ethics*, 70(4), 411–428.

Liu, C., Marchewka, J.T., Lu, J. and Yu, C.S. (2005). Beyond concern- a privacy-trust-behavioral intention model of electronic commerce. *Journal of Information and Management*, 42, 89-304.

MacKay, K.J. and Fesenmaier, D.R. (1997). Pictorial element of destination in image formation. *Annals of Tourism Research*, 24(3), 537–565.

Madu, C.N. and Madu, A.A. (2002). Dimensions of E-quality. *International Journal of Quality and Reliability Management,* 19(3) 246-258.

Manueal, S., Dearnley, J., and Walton, G. (2009). Library Website Management and Maintenance: A study of the UK 1994 Group, *New Review of Academic Librarianship,* 15(1), 68-96.

Martin, S.H. and Del Bosque, I.A. (2008). Exploring the cognitive-affective nature of destination image and the role of psychological factors in its formation. *Tourism Management,* 29(2), 263-277.

McKnight, D.H., Choudhury, V. and Kacmar, C. (2002). Developing and validating trust measures for e-commerce: an integrative typology. *Information Systems Research,* 13, 334–359.

Morgan, R.M. and Hunt, S.D. (1994). The Commitment-Trust Theory of Relationship Marketing, *Journal of Marketing,* 58, 20-38.

Moustakis, V., Tsironis, L. and Litos, C. (2006). A model of website quality assessment. *The Quality Management Journal,* 13(2), 22–37.

Moutinho, L. (1987), Consumer behavior in tourism. *European Journal of Marketing,* 21(10), 5–44.

Murphy, P., Pritchard, M.P. and Smith, B. (2000). The destination product and its impact on traveller perceptions. *Tourism Management,* 21(1), 43–52.

Nonaka, I. (1994). A Dynamic Theory of Organizational Knowledge Creation, *Organization Science,* 5(1), 14-37.

Nonaka, I. and Konno, N. (1998). The Concept of "ba": Building a Foundation for knowledge Creation, *California Management Review,* 40(3), 40-54.

Olsina, L., Godoy, D., Lafuente, G. J. and Rossi, G. (1999). Specifying quality characteristics and attributes for websites. *First ICSE Workshop on Web Engineering,* Los Angeles, USA.

Palmer, J.W. (2002). Website usability, design and performance metrics. *Information Systems Research,* 13(2), 151–167.

Palmatier, R.W., Dant, R.P., Grewal, D. and Evans, K.R. (2006). Factors influencing the effectiveness of relationship marketing: a meta-analysis. *Journal of Marketing,* 70(4), 136–153.

Phelps, A. (1986). Holiday destination image—The problem of assessment: An example developed in Menorca. *Tourism Management,* 7(3), 168–180.

Plakoyiannaki, E., Tzokas, N., Dimitratos, P. and Saren, M. (2008). How critical is employee orientation for customer relationships management? Insights from a case study. *Journal of Management Studies,* 45(2), 268–293.

Pritchard, M.P. (1998). Responses to destination advertising: Differentiating inquiries to a short, getaway vacation campaign. *Journal of Travel and Tourism Marketing,* 7(2), 31–51.

Ranganathan, G. and Ganapathy, S. (2002). Key dimensions of business to consumer Websites. *Information and Management*, 39(6), 457–465.

Reychav, I. and Weisberg, J. (2009). Going beyond technology: Knowledge sharing as a tool for enhancing customer-oriented attitudes. *International Journal of Information Management*, 29, 353–361.

Robbins, S.S., and Stylianou, A.C. (2003). Global corporate web sites: an empirical investigation of content and design. *Information and Management*, 40, 205-212.

Roberts, K., Varki, S., and Brodi, R. (2003). Measuring the Quality of Relationships in Consumer Services: An Empirical Study. *European Journal of Marketing*, 7(1), 169-196.

Rotchanakitumnuai, S. and Speece, M. (2003). Barriers to internet banking adoption: a qualitative study among corporate customers in Thailand. *International journal of Bank Marketing*, 21(6/7), 312-323.

Rotchanakitumnuai, S. and Speece, M. (2004). Business Value of Thai Internet Banking Services : The Corporate Customers' Perspectives. *Journal of Electronic Commerce Research*, 5(4), November, 270-286.

Sanchez-Franco, M.J., Ramos, A.F.V. and Velicia, F.M. (2009). The moderating effect of gender on relationship quality and loyalty toward Internet service providers, *Information and Management*, 46, 196–202.

Sawyer, P., Danca R., and Schroeder, W. (2000). Report 6: Myths of page layout, in: Designing Information-Rich Web Sites, User Interface Engineering, Bradford, MA.

Schacklett, M. (2000). Nine ways to create a retail environment on your website. *Credit Union Magazine*, 12–13.

Sheldon, P.J. (1997). Tourism information technology. Oxon, UK: *CAB International*.

Sue Manuel, James Dearnley, Graham Walton. (2009). LIBRARY WEBSITE MANAGEMENT AND MAINTENANCE:A STUDY OF THE UK 1994 GROUP. *New Review of Academic Librarianship*, 15, 68–96.

Tan, G.W. and Wei, K.K. (2006). An Empirical Study of Web Browsing Behavior: Towards An Effective Website Design. *Electronic Commerce Research and Applications*, 5(4), 261-271.

Tapachai, N. and Waryszak, R. (2000). An examination of the role of beneficial image in tourist destination selection. *Journal of Travel Research*, 39(1), 37–44.

United Nation Conference on Trade and Development (UNCTAD). (2005). Taking off: E-Tourism opportunities for developing countries. *Information Economy Report: Chapter 4*, 149-180.

VonKrogh, G., Ichijo, K. and Nonaka, I. (2000). Enabling Knowledge Creation: How to Unlock the Mystery of Tacit Knowledge and Release the Power of Innovation. *Oxford University Press, New York*.

Wang, Y., Yu, Q. and Fesenmaier, D.R. (2002). Defining the virtual tourist community: Implictitons for tourism marketing. *Tourism Management*, 23, 407-417.

Weber, L. (2007). *Marketing to the social web: How digital communities build your business.* Hoboken, NJ: John Wiley and Sons.

Wellman, B. (1992). Men in Networks: Private Community, Domestic Friendships. In *Men's Friendships*, edited by Peter Nardi. Newbury Park, CA: Sage, p. 74-114.

Werthner, H., and Klein, S. (1999). Information technology and tourism: A challenging relationship. Vienna: *Springer.*

Wesley, S. and Chuang, Y-H. (2011).The perceived benefits of six-degree-separation social networks. *Internet Research*, 21(1), 26-45.

Williams, M.R. (1998). The Influence of Salespersons' Customer Orientation on Buyer-Seller Relationship Development. *Journal of Business and Industrial Marketing*, 13 (3), 271-287.

Wirtz, J., Lwin, M.O., and Williams, J.D. (2007). Causes and consequence of customer online privacy concern. *International Journal of Service Industry Management*, 18(4), 326-348.

Wu, J.W. (2007). Extending the DeLone and McLean information systems success model for e-commerce website success. *University of Nevada, Las Vegas.*

Xiang, Z. and Gretzel, U. (2009). Role of social media in online travel information search. *Tourism Management*, 31(2), 179-188

Xiang, Z. and Gretzel, U. (2010). Role of social media in online travel information search. *Tourism Management,* 31, 179–188.

Xiang, Z., Wo¨ ber, K., and Fesenmaier, D.R. (2008). Representation of the online tourism domain in search engines. *Journal of Travel Research*, 47(2), 137–150.

Yen, B. P., Hu, J.-H. and Wang, M. (2007). Toward an analytical approach for effective Website design: A framework for modeling, evaluation and enhancement. *Electronic Commerce Research and Applications*, 6(2), 159.

Zeynep, Erden, von Krogh, Georg and Nonaka, I. (2008). The quality of group tacit knowledge. *Journal of Strategic Information Systems,* 17, 4–18.

Zhang, P. and von Dran, G.M. (2001). User expectations and rankings of quality factors in different website domains. *International Journal of Electronic Commerce*, 6(2), 9–33.

Zhang, Y., Fang, Y., Wei, K.K., Ramsey, E., McCole, P. and Chen, H. (2011). Repurchase intention in B2C e-commerce—A relationship quality perspective. *Information and Management*, article in press.

เว็บไซต์

Microsoft Dynamics CRM (2009) http://www.microsoft.com/en-us/dynamics/crm.aspx,
     Accessed on July 20, 2011.
แผนพัฒนาการท่องเที่ยว (2555 – 2559) Accessed on July 22, 2011 available
at: http://www.tica.or.th/images/plan_tourism2555-2559/2555-2559.pdf
กรมการท่องเที่ยว (2554) *สรุปสถานการณ์นักทองเที่ยว ปี 2548 – 2553*, Accessed on July 22, 2011
available
at: http://www.tourism.go.th/2010/upload/news/files/%E0%B8%94%E0%B8%B2%E0%B8%A7
%E0%B8%99%E0%B9%8C%E0%B9%82%E0%B8%AB%E0%B8%A5%E0%B8%94%E0%B8%AA
%E0%B8%A3%E0%B8%B8%E0%B8%9B%E0%B8%AA%E0%B8%96%E0%B8%B2%E0%B8%99
%E0%B8%81%E0%B8%B2%E0%B8%A3%E0%B8%93%E0%B9%8C%E0%B8%99%E0%B8%B1
%E0%B8%81%E0%B8%97%E0%B9%88%E0%B8%AD%E0%B8%87%E0%B9%80%E0%B8%97
%E0%B8%B5%E0%B9%88%E0%B8%A2%E0%B8%A7%E0%B8%8A%E0%B8%B2%E0%B8%A7
%E0%B8%95%E0%B9%88%E0%B8%B2%E0%B8%87%E0%B8%8A%E0%B8%B2%E0%B8%95%
E0%B8%B7%20%E0%B8%9B%E0%B8%B52548-2553.pdf