Abstract

The absence of knowledge management in business plans created by travel agents which are useful for business product planning and its implementation creates problems. Support in technology and qualified human resources are significant to solve this issue in order to help decision makers in the companies determining the model or framework for the knowledge management to create significant benefits for the companies. This study discusses the form of a framework for the incorporation of explicit knowledge from a variety of sources of knowledge to the strategic planning of the travel agent where strategic planning phase approach used towards the acquisition of knowledge from different knowledge sources. These results provide a clear description of how knowledge from different sources can support the strategic planning of a travel agent.
Competitiveness. London, CABI.


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**Index Terms**

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