



Thailand



**MEKONG
FORUM 2024**

Breaking Through New Horizons
Digitalization, Innovation, and Technology in the GMS

UNDP Accelerator Labs

Leveraging Digital Tools to Enhance Community Engagement in Sustainable Tourism

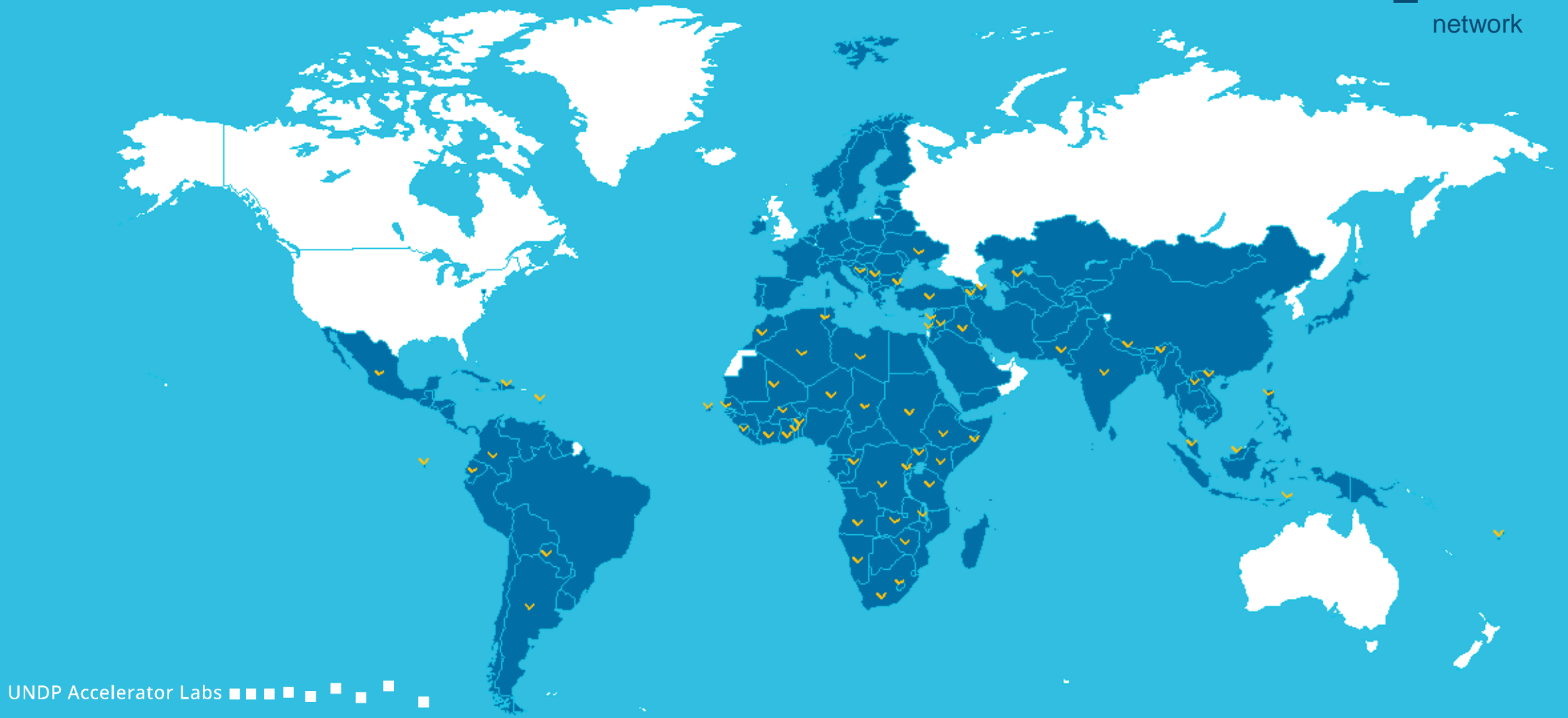
Pattamon Rungchavalnont
Head of Solutions Mapping
UNDP Accelerator Lab Thailand



The world's largest learning network on sustainable development

92 labs serving 118 countries

- ✓ UNDP accelerator labs
- UNDP network



Sustainable tourism



Local communities



Digital tools



Sustainable tourism

as an engine for sustainable development
balancing economic, social, and
environmental aspects



Community - Based Tourism

CBT is a tourism management model that put local communities at the centre of the process.

Local communities as the **key drivers** and **beneficiaries** of sustainable tourism



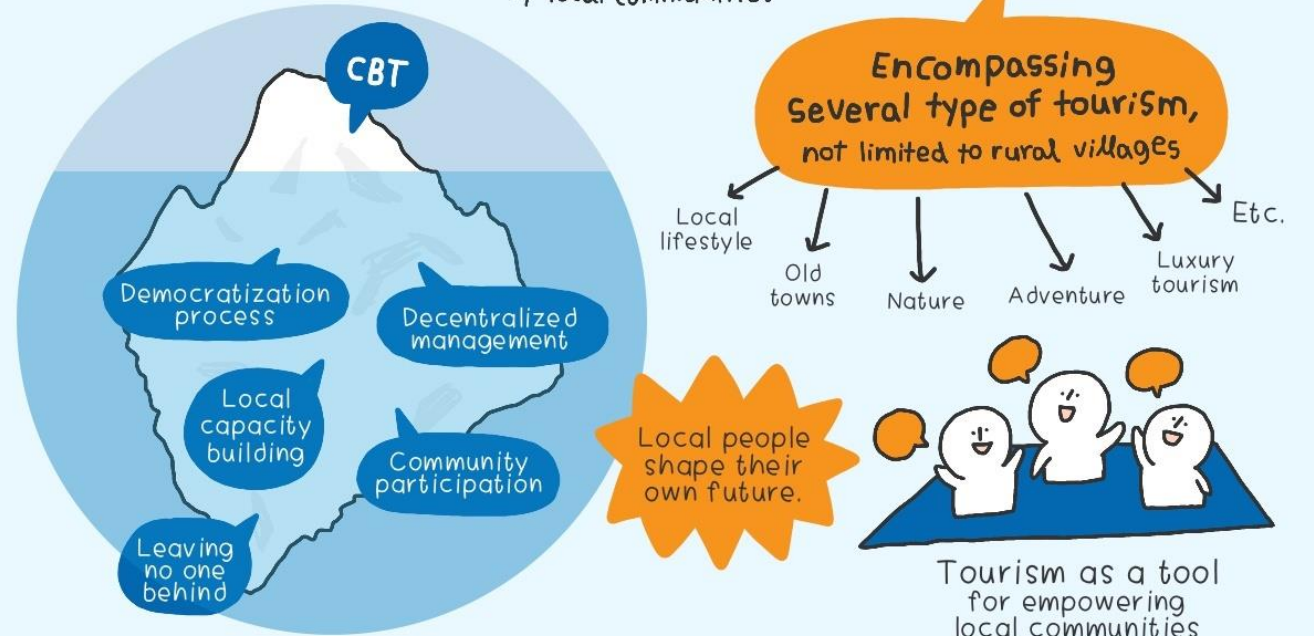
Planning
by local communities



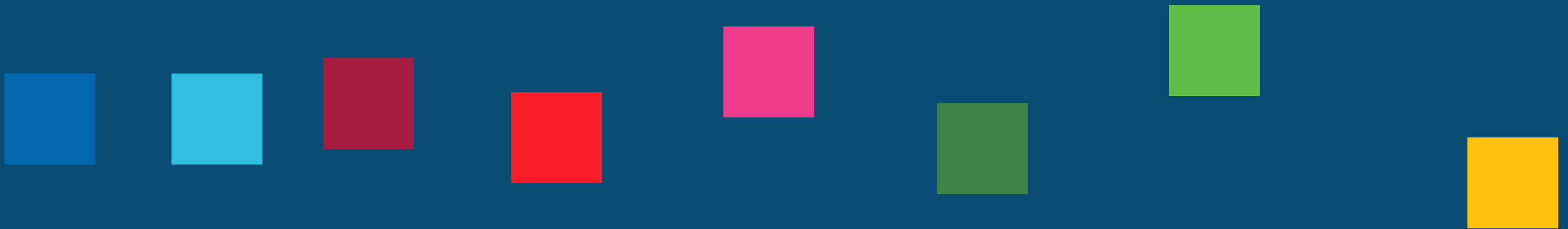
Decision making
by local communities



Management
by local communities



To empower local communities involved in tourism,
we can apply **appropriate digital tools**
that truly address their needs.



Social media marketing

Communicating local identity and CBT offers



CBT Ban Nongsan ชุมชนท่องเที่ยวบ้านหนองสำน
 5.1K likes · 5.4K followers



Story of local crafts and organic agriculture at Nong San community, Sakon Nakhon province



Social media marketing

Communicating sustainability stories

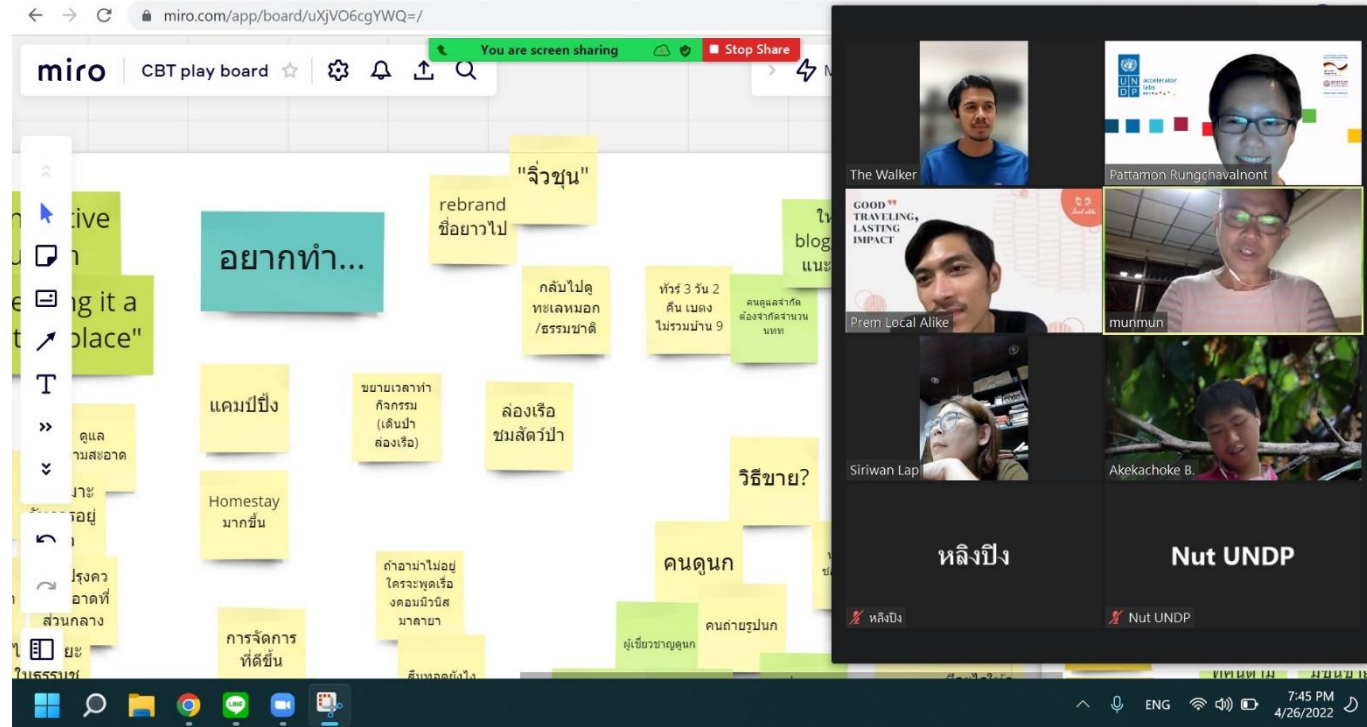
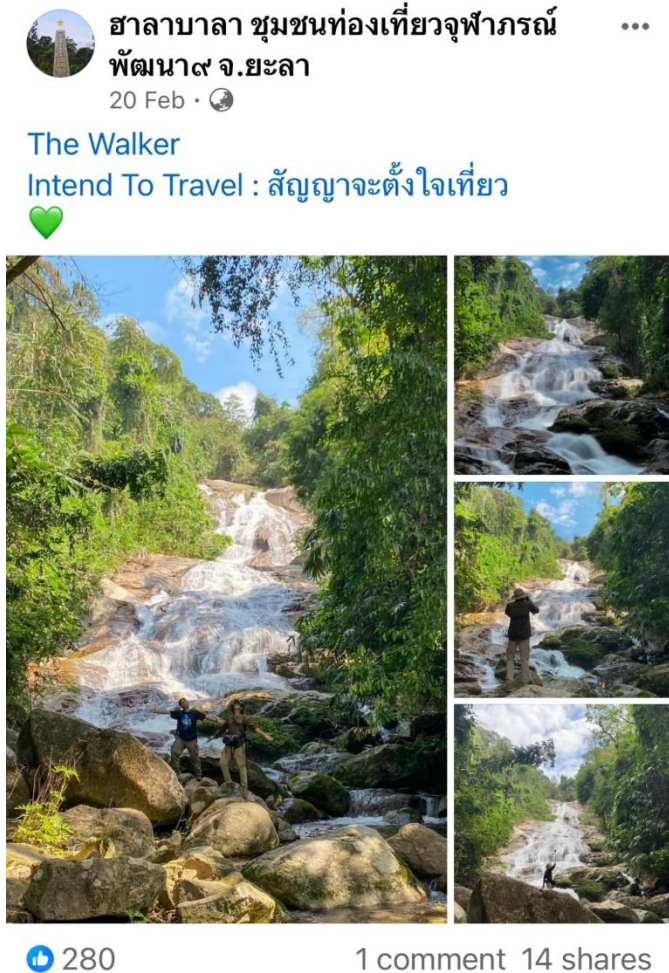


CBT Ban Nongsan ชุมชน
ท่องเที่ยวบ้านหนองสำน
5.1K likes · 5.4K followers

UNDP x Nongsan
on circular textile,
a new sustainability
initiative to build
momentum for
green growth



Online platform Fostering co-creation approach

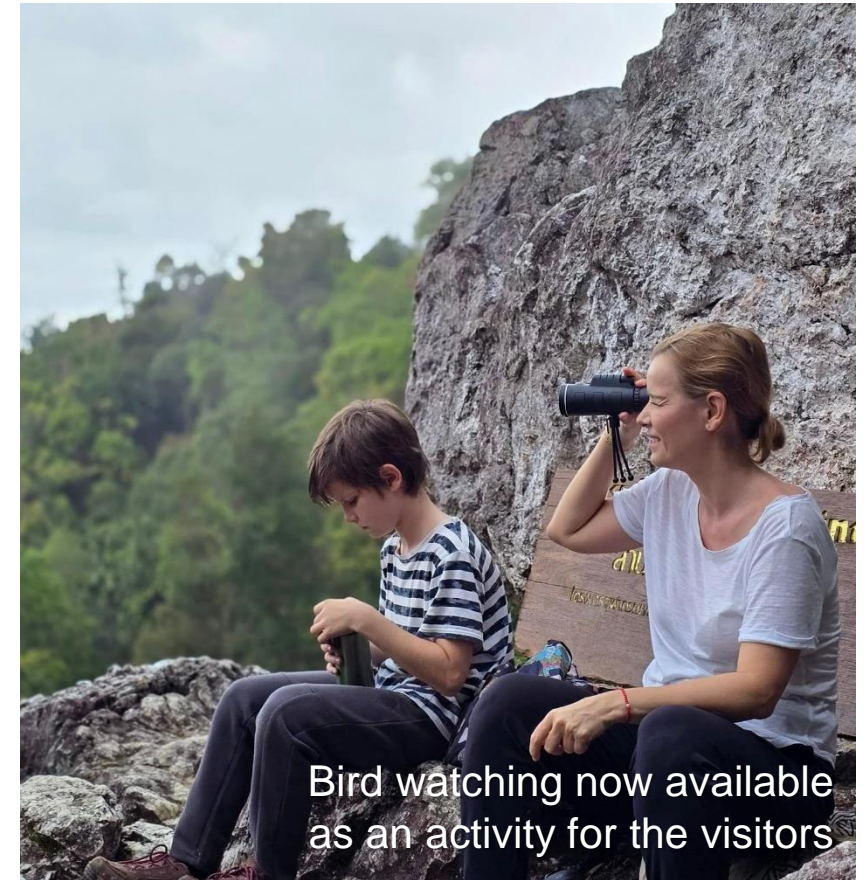
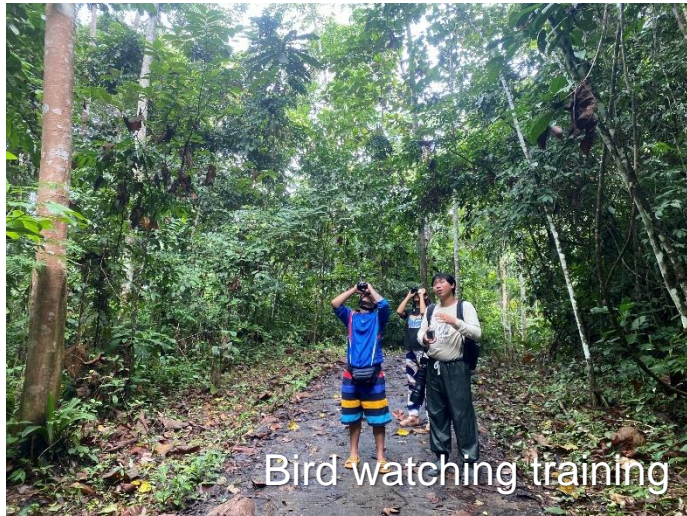


UNDP x Chulabhorn Pattana 9 community, Yala province on co-creating biodiversity-based tourism activity with their visitors during Covid-19 pandemic



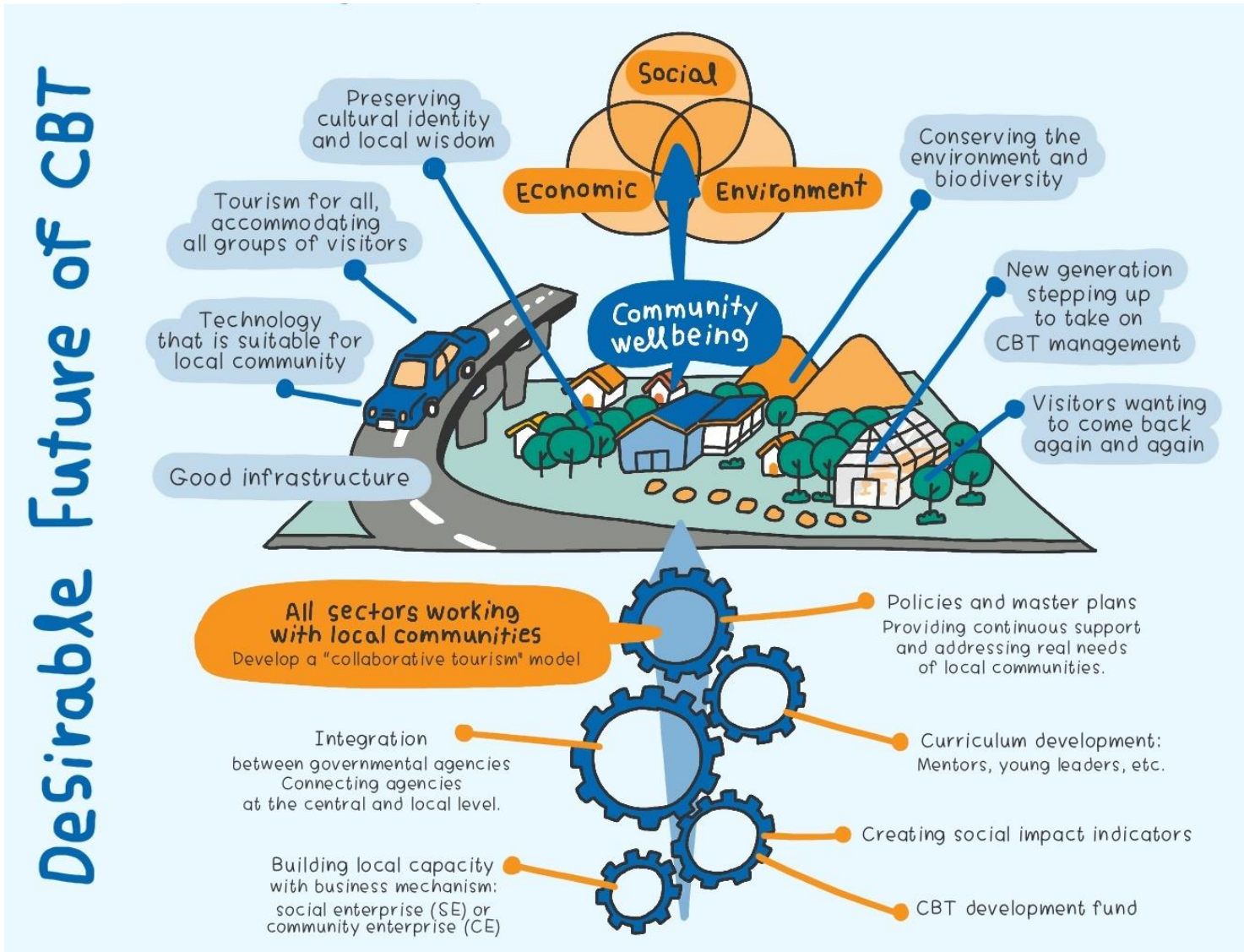
Online platform

Fostering co-creation approach



Online platform & visualization

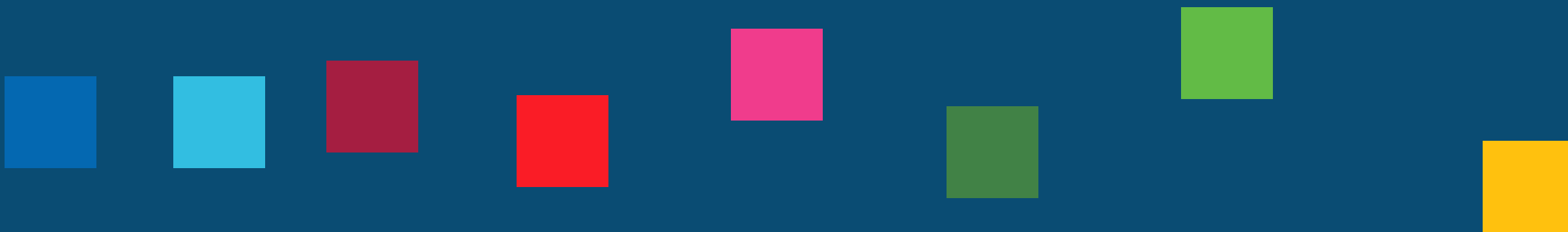
Connecting local voices to policy level



Never start with the tools.

Always start with the **NEEDS** of the users.

Let the needs guide us on what tools to use.



Co-creation and community engagement User centered digital solution

The case of community-based
tourism for all development





DO YOU KNOW?

Tourism for all will benefit so many!

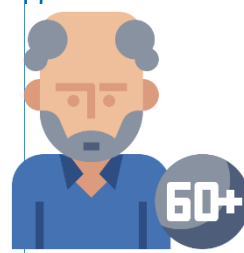
Our effort in improving accessibility will not only benefit persons with disabilities (PWDs) but will also accommodate a much wider population, especially in countries where aging is an acute phenomenon.



2.2 million people holding disability cards in Thailand
3% of the total population

Roughly 50% have physical or mobility impairments, while persons with hearing and visual impairments make up the second and third largest groups, respectively (Department of Empowerment of Persons with Disabilities, 2023).

It is crucial to note that this number does not encompass all individuals with disabilities. Referring to a joint report from the National Statistical Office and UNICEF (2023), Thailand is home to 4.1 million PWDs, constituting about 6% of the entire population.



In Thailand, the population aged over 60 years old is increasing rapidly

5% in 1997 to **15%** in 2021

Globally, the population aged 65 and over is also growing fast with the projection to rise from

10% in 2022 to **16%** in 2050

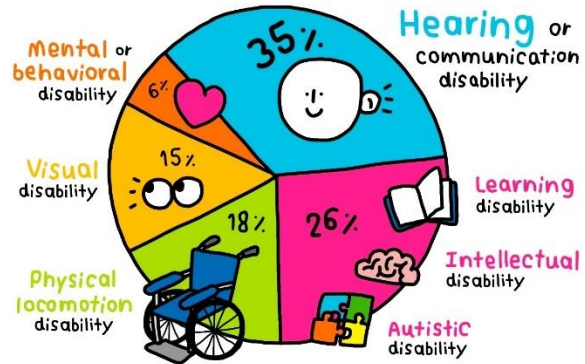
which will be more than twice the number of children under age 5 (United Nations Population Division, 2022).



Online survey

Understanding the PWDs tourism experience

Representing
7
types of disabilities



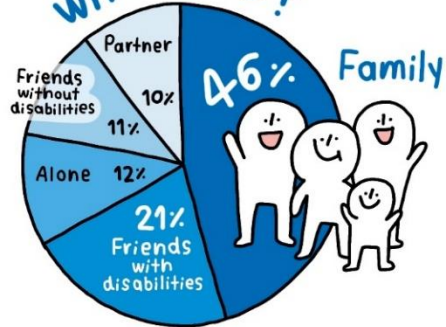
Top visited provinces



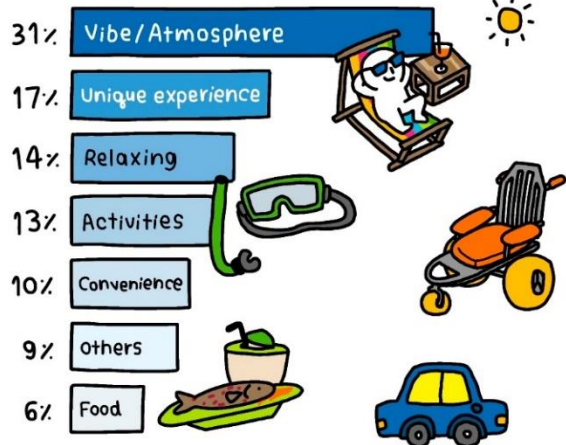
Top tourist attractions



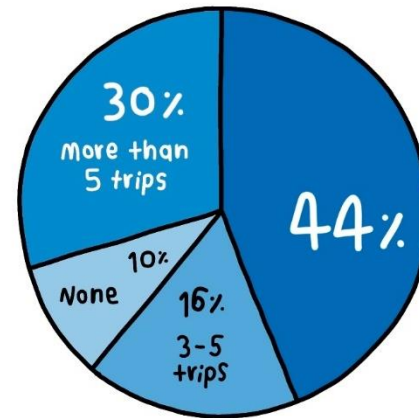
Traveling with who?



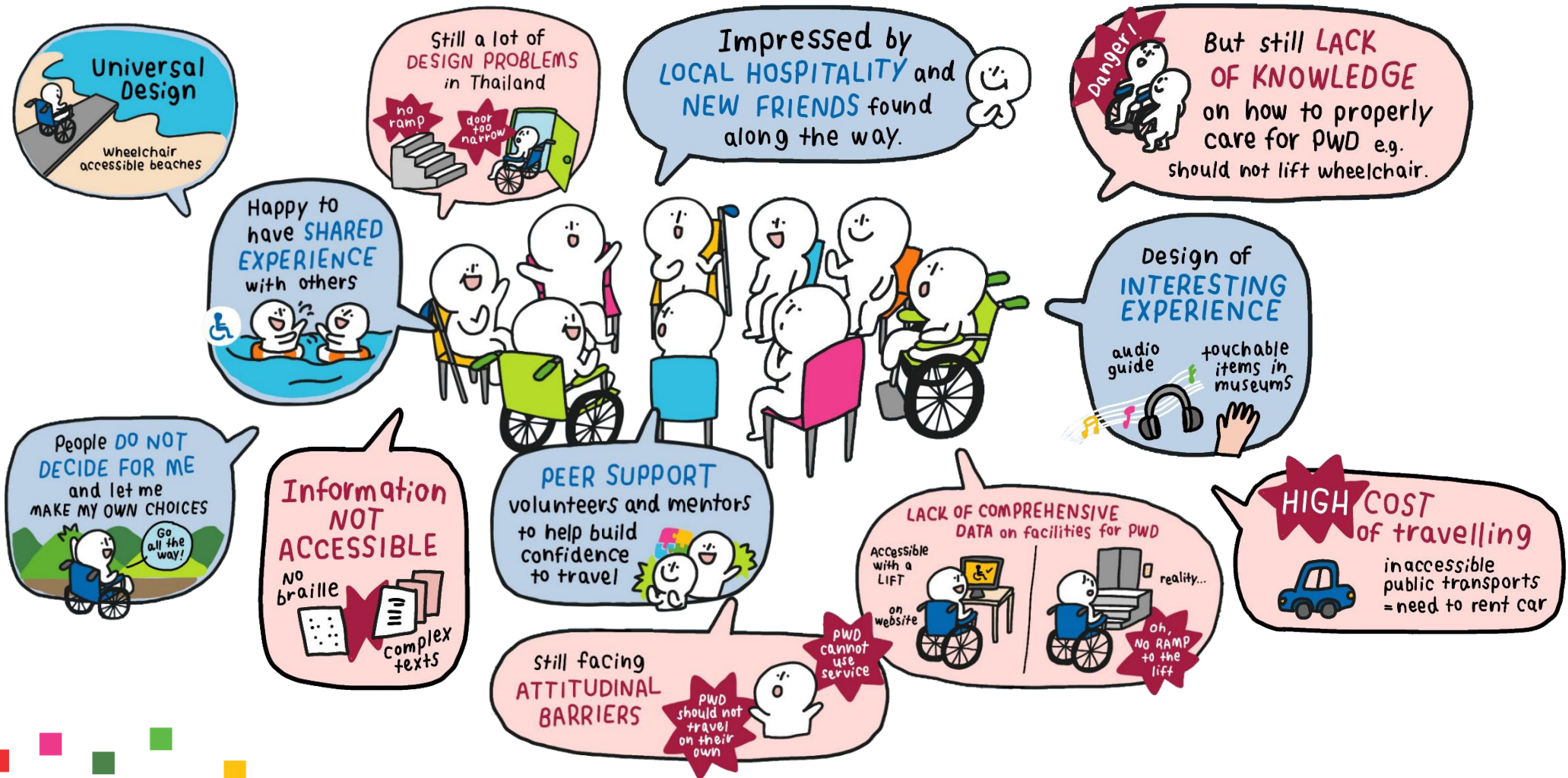
Why do PWD like it?



How many trips do PWD take per year?

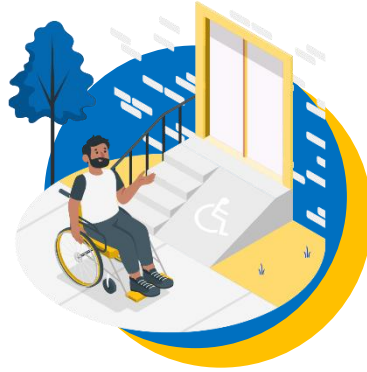


Understanding the PWDs tourism experience





Solutions are developed by non-users while the actual users never have the opportunity to design solutions for their own problems.



Problem identification



Solution design

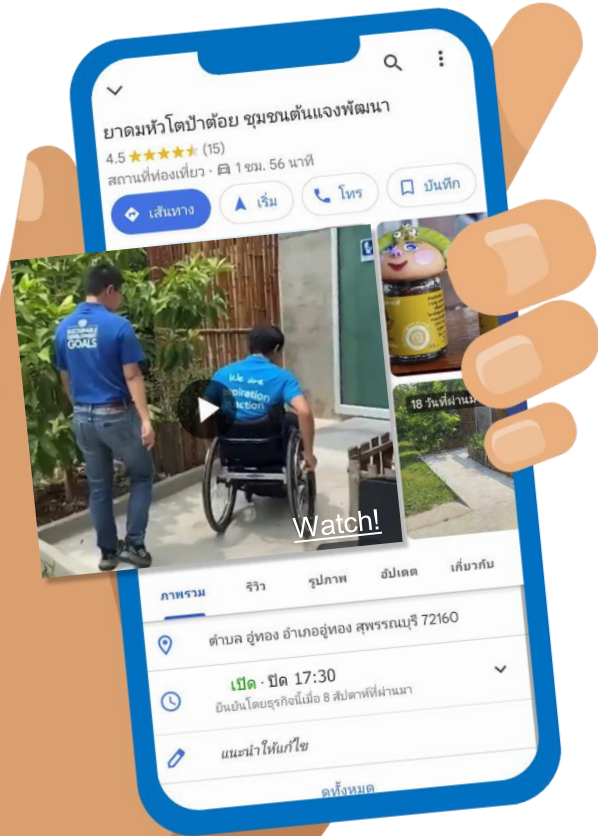


Solution development and testing



Developing solutions on existing digital platform

Closing the gap of accessibility information



Accessibility information is unavailable/unreliable

Our solution idea



Tourism information platforms such as Google Maps need to include photos and videos to show what the whole journey is like at the venue. As a prototype, we trained the local community to take photos and videos of their own CBT venues and upload them onto Google Maps.

From the user's perspective, people do not want another new application. They want information on existing platforms that are already widely adopted.



Introducing the power of artificial intelligence

Assisting us in closing the gaps



การเข้าถึง(?) คนพิการกับการท่องเที่ยว

นำโชค เพชรแสน
นักวิเคราะห์ข้อมูลและการสื่อสารดิจิทัล
โครงการอาสาสมัครแห่งประเทศไทย
โครงการพัฒนาแห่งประเทศไทย



หลักสูตร
Generative
AI
สำหรับอุตสาหกรรมการท่องเที่ยว



DSD Online Training "ได้รับวุฒิปริญญาเมื่อผ่านตามเกณฑ์"

Let AI help us generate 'alt text' and other captions to reach more people including those with visual impairments

<https://onlinetraining.dsd.go.th/courseinfo.php?category=2&course=192601>



Sharing our experience and innovation tools



Community-Based Tourism Social Innovation Playbook

SEPTEMBER 14, 2022

Table of Contents:

- 1. Making Sense of the Past and the Present
- 2. Looking Forward to the Future
- 3. Taking Actions
- 4. The Becoming of Our CBT
- 5. Tourism Capacity Mapping
- 6. Stakeholder Mapping
- 7. Tourism Data Collection and Persona
- 8. Hopes and Fears
- 9. Future Triangle
- 10. Headline of the future
- 11. Future Visioning
- 12. Roadmapping
- 13. Issues Identification

Tourism Capacity Mapping (Example):

Knowing the present

Tips & Tricks: Make sure to gain insights from those who are most involved in your CBT for each component on the map, in order to draw up a complete, well-rounded picture of your CBT. You could also include stakeholders from outside the community to provide their perspectives.

Note: This is a great tool to start making sense of your CBT progress and where you may need to work on more. Since it is all about making sense of your present, do not be limited by the template. If the discussion reveals any interesting information that may not fit in any topics listed, feel free to add them. The goal is to get a comprehensive picture of your CBT.

Tourist Data Collection and Persona (Example):

Tips & Tricks: Customer survey seems easy but is often forgotten. Try include it as part of the step that cannot be missed. For example, place the QR code of the survey at the last stop of the visit, etc.

After collecting the data, visualization of the results is very helpful for making sense of the data. You can also compare the different visualization over time to see changes in your customers.

Note: Customer surveys and personas can give you a clearer picture of who your CBT is serving, areas of improvement, and new opportunities in order to better satisfy your target customers.

Experimentation and Reflection (Example):

Solution	Hypothesis	How can we test our solutions with limited budgets
Waste Management	People in the community and tourists can separate the trash into correct recycle bins.	<ul style="list-style-type: none"> Provide waste separation training for pilot households Put bins for waste separations at four public spots

Experimentation timeframe: 2 months

Results & Insights:

- Waste of pilot stations is mostly correctly separated, except for some mixing of transparent plastics in the colored plastic bin.
- Over 200 kg of waste is used, generating an income of 600 THB.
- Local adults are more aware of the importance of waste management. Some are interested to join the initiative, yet, littering is still happening mostly done by children.

What did we learn?

- There are a lot of transparent plastics. After their bin is full, they overflow into colored plastic bin.
- Young children in the community still throw trash on the ground, not caring about any bin at all.

Areas for improvement:

- Find extra storage for transparent plastics to ensure the bin is not full, so transparent plastics do not overflow into other bins.
- Design an activity to engage and incentivize young children to not litter and separate the trash into the garbage bin.

Tips & Tricks: Edison once said, "I have not failed 10,000 times—I've successfully found 10,000 ways that will not work." Do not be discouraged when things do not always work as planned because every wrong attempt discarded is another step forward. Learning is the ultimate goal here! Try again. Fall again. And fall better every time.

Note: Although this tool is the last step of the process, keep in mind that you can always go back to any of the previous tools as you see fit. As you do the experimentation, you may realize that you still lack insights on your customers and need to revisit the persona tool. That is perfectly normal. Feel free to explore and have fun with your journey!

Future Triangle (Example):

Tips & Tricks: If you do not know where to begin, start by looking at your immediate surrounding first: the changes in your community, what are driving them, what have been obstructing the changes, etc. These factors can be revealed at a micro level like your customer's behaviour, or at a macro level like governmental policies.

Note: While push of the present is something that you see happening already and with implications that you are certain of, pull of the future asks you to consider the ideal image of the future which you may not be certain about but hope to attain.

Example:

- Push of the present: Environmental-friendly trend is already gaining momentum and public support today, so it is shaping the tourism industry in many ways.
- Pull of the future: Metaverse is still early in its development stage but has the potential to change the entire landscape of human interaction, opening new opportunities in tourism.

Sharing our experience and innovation tools



Community-Based Tourism for All Co-creation Journey

NOVEMBER 27, 2023

Co-creation ทำอย่างไร?

กระบวนการสร้างสรรคร่วมกันกับการนำผู้มีส่วนได้ส่วนเสียเข้ามาทำงานร่วมกัน บนพื้นที่เพื่อแลกเปลี่ยนมุมมองและความคิดสร้างสรรค์ แนวทางสำคัญที่เรากำลังทำในกระบวนการนี้คือ...

สร้างความรู้ความเข้าใจร่วมกัน ผู้บริการและผู้มีส่วนได้ส่วนเสียต้องมีความเข้าใจซึ่งกันและกันก่อนจะร่วมกันสร้างนวัตกรรมได้ การสื่อสารที่โปร่งใสและสม่ำเสมอเป็นสิ่งสำคัญในการสร้างความไว้วางใจ

การยอมรับและเคารพซึ่งกันและกัน ผู้บริการและผู้มีส่วนได้ส่วนเสียต้องเคารพซึ่งกันและกันในการตัดสินใจและการดำเนินงาน

ไม่ทิ้งใครไว้ข้างหลัง ผู้บริการและผู้มีส่วนได้ส่วนเสียต้องคำนึงถึงความต้องการของทุกคนในการสร้างนวัตกรรม

มุ่งเน้นที่ผลลัพธ์ ผู้บริการและผู้มีส่วนได้ส่วนเสียต้องมุ่งเน้นที่ผลลัพธ์ที่แท้จริงของการสร้างนวัตกรรม

ตัวต้นแบบเพื่อขับเคลื่อนการท่องเที่ยวโดยชุมชนเพื่อคนทั้งมวล

- 9 ข้อมูลสิ่งแวดล้อมความสะอาดบน Google Maps
- 12 ทางลาด
- 15 ห้องน้ำคนพิการ
- 19 โทเลลโบนิกเสลิก
- 21 จิกซอร์สำหรับชาวรูป

การสื่อสาร

โครงสร้างพื้นฐานทางกายภาพ

ข้อมูล

ตัวต้นแบบ 2: ทางลาด

ปัญหา

ผู้พิการและผู้สูงอายุที่เดินทางมาท่องเที่ยวในพื้นที่ที่มีทางลาดที่ไม่เอื้ออำนวย อาจประสบกับอุปสรรคในการเดินทาง โดยเฉพาะอย่างยิ่งสำหรับผู้พิการทางกายภาพและผู้สูงอายุที่มีข้อจำกัดในการเคลื่อนไหว

การแก้ไขโดยปัญหา

ทางลาดต้องได้มาตรฐาน สละสลวย มีความปลอดภัย สบายตา และใช้งานได้จริง

ตัวต้นแบบ 3: ห้องน้ำคนพิการ

สิ่งที่ได้เรียนรู้

- พัฒนาคุณภาพของห้องน้ำ ให้ผู้พิการและผู้สูงอายุสามารถใช้งานได้สะดวกและปลอดภัย
- ตรวจสอบและปรับปรุงห้องน้ำให้มีความสะอาดและปลอดภัย
- สนับสนุนการปรับปรุงโครงสร้างพื้นฐานและการจัดการ

การทำงานขั้นต่อไป

ผู้ให้บริการและผู้มีส่วนได้ส่วนเสียต้องร่วมกันพัฒนาห้องน้ำที่เอื้ออำนวยมากขึ้น



Sharing our experience and innovation tools

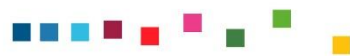
Sustainable Tourism Blog Series

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- Uddin, R., Rungchavalnont, P., and Sima, S., 2023. **Community-Based Tourism: Connecting Thailand's Experiences and Reframing Sustainable Tourism in Bangladesh.** UNDP Bangladesh. DOI: <https://www.undp.org/bangladesh/blog/community-based-tourism-connecting-thailands-experiences-and-reframing-sustainable-tourism-bangladesh>
- Rungchavalnont, P., 2022. **Community-Based Tourism: Empowering Local Champions for Sustainable Tourism in Thailand.** UNDP Thailand. DOI: <https://www.undp.org/thailand/blog/community-based-tourism-empowering-local-champions-sustainable-tourism-thailand>





Thailand



accelerator
labs

Pattamon Rungchavalnont

Head of Solutions Mapping

UNDP Accelerator Lab Thailand

Email: Pattamon.rungchavalnont@undp.org

Website: <https://www.undp.org/acceleratorlabs>

