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DEVELOPING A SMART VILLAGE MODEL FOR VILLAGE DEVELOPMENT IN SATUN

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Abstract

This article shows the ways to develop Ban Hua Thang community Satun province. A model suitable for development of the community was created, which covers 3 areas, including resources, technology and sustainability. In order to change the pattern of the community to be a prototype community in the Smart Village that requires technology as a tool to drive the community development in various areas to upgrade the community in terms of organization. The research is a qualitative research which has surveyed and analysed the problems in the community. The outcome of this research is expected to benefit the community leaders, government policy makers and the MICE industry.

Keywords: *Smart Village, Community development, Tourism*

Introduction

Smart Villages are communities in rural areas that use innovative solutions to improve their resilience, building on local strengths & opportunities and rural communities that build on their strengths and assets, while also developing new opportunities. Underpinning this approach is enhancing both traditional and new networks and services through digital, telecommunication technologies, innovations and better use of knowledge. The concept is not prescriptive and acknowledges there are no one size fits all solutions. It is also about much more than digitization (Buntam, Damrongkittikul & Boonrahong, 2015).

The concept takes a bigger picture focus and enables a more holistic view of how rural development is taking shape. Rural policies and program provide for building blocks to support rural development. The Smart Villages concept aims to enable local actors to look beyond component parts, assess, plan and take action around how existing assets and future opportunities can come together and join the dots for more balanced, forward looking rural development (Krys, 2019).

Thailand Convention and Exhibition Bureau (Public Organization) or TCEB announced the latest cooperative project so-called "Smart Village" to encourage the corporate market to organization more company outing activities in different provinces across the country (Thailand Convention & Exhibition Bureau

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(TCEB), 2017). TCEB wants to encourage more seminars in the country. Therefore, became a Smart Village project with private partnership Pilot into 4 prototype communities and draw 11 start-ups to digital platforms to disseminate experiences, activities, tourist attractions and localization (Brand Inside, 2017).

Satun Province is the southernmost province of Thailand. Andaman coast with an area of approximately 2,807.52 square kilometers or approximately 1,754,701 rai, Satun Province. Looks like a flat area interspersed with mountains The area to the north and east is Hills and high mountains The important mountains are the Sankala Kiri mountain, the area is gradually sloping downwards, the sea on the west and the south is narrow plains Parallel to the coast Next to the plains is a salty mangrove forest, to which there are a lot of Samae or Mangrove forests. In addition, Satun province is a province with short streams flows through which the surrounding mountains Northern area and east of the province (Satun, 2019).

Research Objective

To examine smart village model for BAAN HUA THANG

Conceptual Framework

The conceptual framework for this study is as shown in Figure 1 below.

Technology

Technology (Technology) is to use the tools, knowledge, ideas, principles, techniques, methods, processes and knowledge. Scientific works and inventions and methods. Applications of the system allows for changes in the work even further. And to increase the efficiency and effectiveness of the work even more. Advances in science and technology. Has developed the facilities and comfort to the lives of many blacks. Technology has added the fundamentals of life, as well as technology makes communication easy.

Figure 1 Conceptual framework

Resources

Resources are spontaneous things. Useful and able to meet human needs or humans can make use of, such as the atmosphere, soil, water, forests, grasslands, wildlife, minerals, energy, learning about natural resources. Natural resources are important. Is the cost or material that is used for economic prosperity. The allocation of resources should be handled correctly. Should learn about the importance of natural resources and understand those natural resources for quality management planning.

Sustainability

This involves proper waste management which are processes to reduce waste, develop and improve waste separation system, improve garbage collection system with the community, develop organic waste management model, among others.

Research Methodology

Baan Hua Thang Village, No. 6, La-ngu Sub-district, La-Ngu District, Satun Province, has a total population of 520 households with a total population of 1,480 people, 724 males and 756 (Information of village for life Quality Development, n.d.). The researchers have decided to conduct focus group interview with the village committees and community leaders. Ban Hua Thang Village No. 6, La-ngu Subdistrict, governed by Miss Pattama Aieddee has a total of 19 village committee. Data obtained from the interview will be analysed with content analysis.

From doing this research The researcher has chosen 5 groups as follows

scholars	Knowledge and competent	service statin
Mr. Sord Samsu	-process to made "Pra Pong" -Processing and preserving food	-Group of Processing and preserving food
Mr.Wichan Palasan	- Community Based Tourism - Screening t-shirt - The production of souvenirs out of seashells.	- Tourism areas of ecotourism groups "La Ngu Canal to sea" -"Ban hua thang" Screening t-shirt group -Handmade key chain group
Mr. Abdul kholed Ladlia	- Community Based Tourism - The fish farming that raising fish in floating baskets	- Tourism areas of ecotourism groups "La Ngu Canal to sea" - Learning Center of tilapia fish.
Mrs.U-lai Soleb	- About traditional sweets - Egg Cake	-Group of traditional sweets at "Ban hua thang

	- Roti frame - fried nut	Village No.6 La ngu District"
Mr.Adul Tingwang	- Wicker products from "Chak" stalks	-"Ban hua thang Wicker products group"

The reason the researcher Choose Ban Hua Thang Community, Village No. 6, La-Ngu Sub-district as an example village because Ban Hua Thang Sub-district There are a variety of natural resources. Including the occupation of the people in the Ban Hua Thang community, which is outstanding and has the potential in connection of tourism by the community This is due to the need of people in the community to develop into a prototype community that can take technological innovations to develop in the village to keep pace with the changing times. Came to travel and learn about the ways of life of the villagers in another place, according to the needs of the villagers, the community that needs Moo 6, Ban Hua Thang is a place that Another tourist attraction that reflects community management and is a well-known community tourist destination, which will result in a career and income for the community. However, people in the community still lack knowledge in technological development, lack of push and support for tourism. Lack of government support and lack of technology applied to create various management systems to improve the potential in the community The researcher therefore sees various problems in the Ban Hua Thang community. And there is a need to develop into a prototype Smart Village community in Thailand.

Conclusion

The outcome of the research is expected to benefit the communities willing to develop into smart village. It will also give important recommendation to policy makers and the tourism industry.

The result of a simple size.

Research methods include three aspects: technology, resources and sustainable development. The interview results from a simple size group show that it is feasible and can meet the needs of the community. The results from a simple size group interview are as follows.

- Technologies model, including 3 variables: Internet installation, QR code installation in different places. spatial information Community tourism website Results in a simple size group the interview area was a huge demand for technology development in the community. The problem with using technology is that outsiders don't know where they are. Network intrusion is not clear. Therefore, access to the village is very difficult, and a clear location needs to be developed in the Internet platform. Places and roads that people can see more easily. In addition, communities need to use technology to promote the prohibition of the khaothamhang community as a local tourist destination. In the past few years, the community has been preparing to develop the community as a tourist attraction. Therefore, they need to promote the development of community awareness. Tourism is a famous and known foreign pearl attracting more tourists to the community. People who are open and generate income. In addition, simple large group interviews also support tourism websites and QR codes as convenient public platforms. Visitors can learn more about the community and can book travel plans at chumchon. In addition, the community agreed to the possibility of installing the Internet. It is convenient for tourists to visit the Internet and provide better community information through QR code. It has been found that the community has to install QR codes on known factors.

- In terms of resources, the purpose of this study is to develop a guideline for the prohibition of thwong community development of sprinkler. The interview in a simple size group shows that this method is feasible. The area is open to my tourists. The purpose of this study is to understand the area of two farms in the local agricultural lifestyle, but there is no evidence of distribution in the current sufficient economic zone. The war resulted in the loss of many crops. The villagers realize the advantages of the automatic sprinkler, which can be used in the village.

- Sustainability model The purpose of this study is to explore the value of zero waste disposal and recovery. Before, the community faced the problem of people leaving. However, people who work in the community. In this study, there was an organization to manage the formal management of community waste. garbage In addition, valuable waste, such as leaves, is in many resources in the community. This is the sustainability of competitors in the tourism industry. The results of this study show that the community can provide services, because it is an important step of community management.

The researchers thought about a new model. To be used to develop a community tour based on the Indonesian "Smart Village" model by the researchers, there are three sustainability, Technology, and resources to adapt to the village tourism development. The researchers have leng the problem and the opinion that if the smart Village model is applied to the community, it can be a way to raise the tourism level of the community. Empower community tourism as well as creating a career for people in the community, distributing revenue to the population and helping to improve community economy. In addition, communities can develop communities. A driver is required to provide the community with sufficient potential to support the incoming visitors and to create a strong point for tourism in the community. Communities can develop quickly. If the community has a support that will help drive the community at all times. The researchers have seen that bringing Smart Village into a drive can be an alternative to better travel potential.

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