

# GUIDELINES FOR CREATING READINESS FOR PATTAYA, A SUSTAINABLE INNOVATIVE CITY

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## Introduction

### Statement and Significant of Problem

The expansion of urban society is one of the Major trends and challenges (Megatrends) that the world will face In the 21st century .T2he United Nations predicts that By the year 2050 ( AD 2050), the world will have an urban population of approximately 2.4 billion people or 66 % of the world's population by continents. Asia and Africa will have the highest rates of urbanization. For Thailand, there has been continuous expansion of urbanization. Since B.E.2500 , Thailand has a population of cities. about 55 percent ( as of January 2019) and predicted that within the year By 2050 , Thailand will have a proportion of the urban population of 73 percent, with the trend of becoming an important city in the future. is the growth of medium and small cities regional center cities and Mid-sized cities will see a significant increase in population density. In addition, the economy of many regional cities will grow at a higher rate than Bangkok and higher than the national average. (Statistical Office National , 2019; Office of Knowledge Management and Development , 2017). Urbanization is both an opportunity and a challenge. Urbanization generates over 80 % of the global GDP while contributing over 70% of energy consumption and carbon emissions (McKinsey Global Institute, 2011; UN-Habitat, 2011). business benefits and from population density Efficient use of land resulting in lower cost of transportation. as well as being a source of innovation and technology At the same time, recent urbanization has caused multiple problems especially the expansion of the city without direction environmental degradation social inequality and income from basic services that are inadequate and housing shortages live from immigration immigrate for a lot of work and life. The changing situation of the world and Thailand has caused conditions that affect current and future urban development, such as climate change. and increased risk of disasters. an increase in the number of the middle class entering an aging society and Technological advances and the transition to the digital economy etc.

For Pattaya , it is a fast-growing city. Over the past several years both the government and the city of Pattaya including the business sector and the local people have a common opinion on the development of Pattaya. With the main goal of creating a new image from politics, the center of tourism that focuses on entertainment venues to become a city with a good reputation as a tourist economic center at the regional and global level for tourists' quality for both Thais and foreigners. In addition, the development of Pattaya City to be a city that can attract investment. It is home to a variety of businesses. especially the creation of an innovation district. To be able to create innovations to improve the quality of life of the population, attract innovators and investors, create jobs to increase income levels provide the population with a stable career. There is a fair distribution of benefits and have a sustainable quality of life development. It is a great challenge.

For the 5 -year development plan of Pattaya City ( 2023-2027), it aims to become a "City of Opportunities". balanced economy Good quality of life for everyone", emphasizing on 5 strategies : improving the quality of life; enter the city of education Infrastructure development to promote innovation - health tourism. Raise the level of water management

systematically. and develop the organization to be modern Efficient, transparent. And an innovative city that can grow together in terms of physical, economic, social, environmental, and technological Including the need to walk together with the people in the area . The researcher is therefore interested in Guidelines for creating readiness for Pattaya, a sustainable innovative city

### **Research Question**

1. What is the readiness of Pattaya City to become a sustainable innovative city?
2. elements to make Pattaya a city What are sustainable innovations?
3. Guidelines for making Pattaya City a What is sustainable innovation like?

### **Research Objectives**

1. To know the level of readiness of Pattaya City to become a sustainable innovative city.
- 2 To study the elements of making Pattaya a city Sustainable Innovation.
3. To study and define Guidelines for making Pattaya City a Sustainable Innovation

### **Significant of Research**

1. The results of the research will reveal the level of readiness of Pattaya City to become a sustainable innovative city. This will reveal the issues that need to be focused on development and used to determine the operational plan for the next job
2. The results of the study will reveal the elements which are important factors in making Pattaya city a Sustainable Innovation leading to further concrete practices.
3. The results of the study will lead to the formulation of guidelines. in making Pattaya City a Sustainable Innovation and is a world-class city
4. The results from the study will be used to create a model for sustainable innovative city development in other areas.

### **Research Hypothesis**

1. Pattaya Sustainable City Development Plan which covers physical, economic, environmental, safety and innovation aspects, will lead to a guideline for the development of a sustainable city of Pattaya.
2. The innovation factor is related to physical, economic, environmental and safety development in life and property.

### **Scope of Research**

For this research is qualitative research consisting of

1. The study of relevant documents, including the Pattaya City Development Plan 2023-2027 , the development strategy and the vision of Pattaya City . Liveable City Indicators and Innovation Development Indicators.
2. An in-depth interview using a semi-structured interview with key informants, i.e. the Mayor of Pattaya City. President of Pattaya City Council Permanent Secretary of Pattaya Chairman of the Pattaya City Development Committee and representatives of the Pattaya City Community, totaling 5 people
3. Focus Group discussion by inviting relevant parties in Pattaya City Including the director of various offices of Pattaya, consisting of the director of the Bureau of Technicians Director of the Office of the Environment Director of the Office of Education director of public health bureau and the director of the Bureau of Strategy and Budget, totaling 5 people. Manager of the Provincial Electricity Authority, Pattaya City, Director of the Tourism Office Pattaya City Branch Academics from Burapha University, Special Area 3 Office staff, Pattaya

City Special Areas and Connecting Areas Designated Areas for Sustainable Tourism Administration (Public Organization ) Office of Natural Resources and Environment, Chonburi Province foundation project specialist Representative of the National Innovation Agency (Public Organization), representatives of the community according to the name of the Pattaya City Development Committee representatives of entrepreneurs in Pattaya, including hotel operators restaurant business operators store operator Tourism operators, including 25 people

### **Definition of Term**

**Pattaya Development Plan** Refers to the development plan of Pattaya City. 2023-2027

**Physical development** means developing a city with adequate infrastructure and services. equal and appropriate access with the capacity of the city

**development means development to be** An economically competitive city based on environmentally friendly growth and promotes an equitable and fair economy.

**Environmental development Means to develop into** resource-consuming city and energy efficiency, such as managing green areas, water sources, sustainable use of land Efficient Power Management Promote environmentally friendly consumption

**Development of life and property safety means to develop into** A city with disaster prevention capabilities and the ability to adapt to climate change and various crises, cities that reduce, control and manage waste and pollution effectively, such as having air pollution management systems Control greenhouse gas emissions, manage wastewater and waste, and support clean production technologies.

**Technology development** refers to the use of Internet communication network systems and Cloud Computing systems for the management and development of various aspects of the city. and people have equal access to communication networks

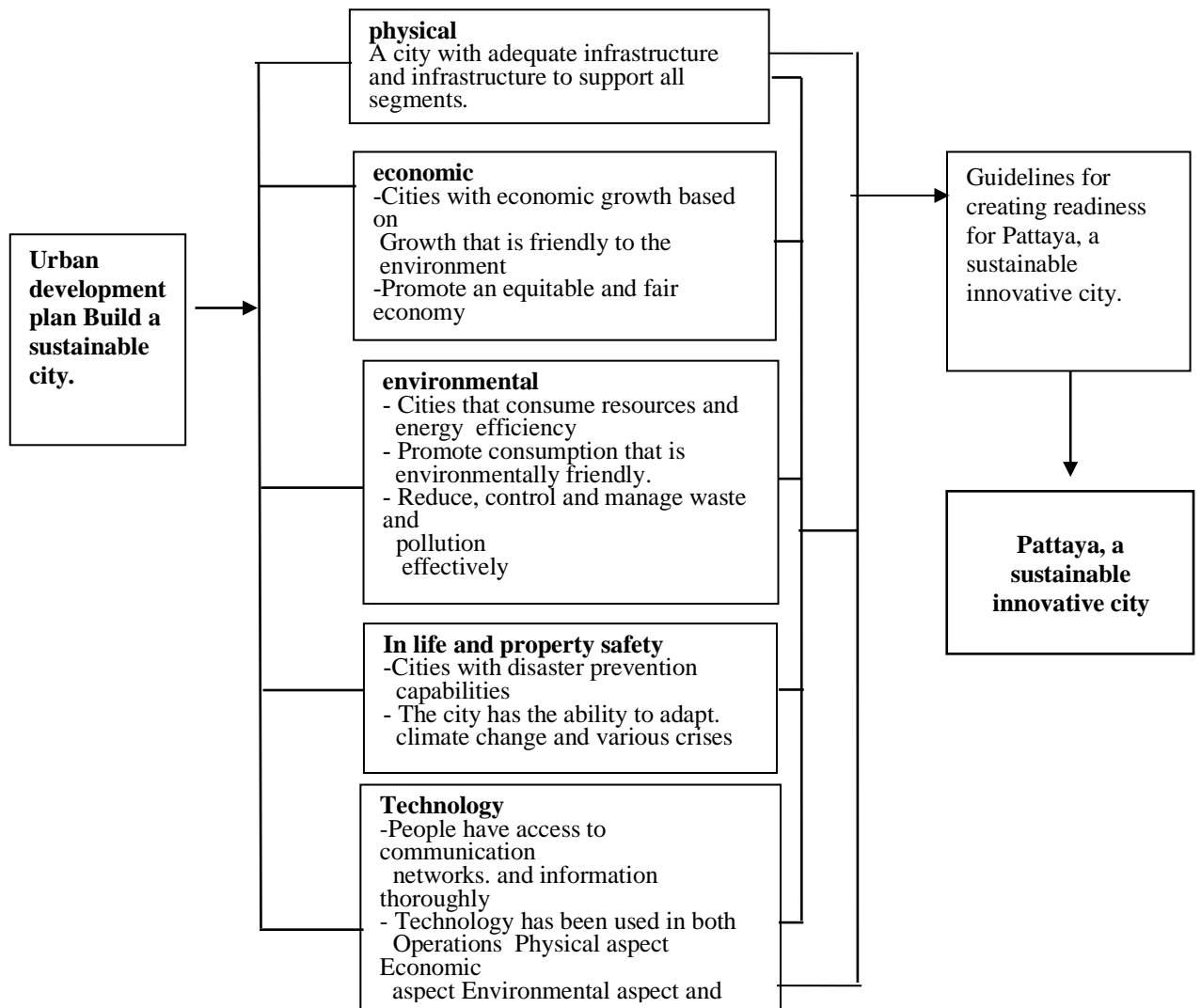
**Innovative city** means development with operational processes resulting from the cooperation of the public sector, the public sector and the private sector and creating partnerships. Developing a better environment and quality of life, including using, developing, linking The form and structure of the city in full efficiency and integration. Good and efficient services and facilities have been developed to meet people's needs The city's social and economic challenges are addressed with a focus on innovation. and creating high-skilled jobs as well as incubating new generations of businesses. Information technology and information are used to help manage the resources of the city. for maximum benefit using information technology that is easy to learn application and modification and can respond to the needs of the city quickly and efficiently It is open and accessible to all levels of users. All genders, all ages, all statuses

### **Theoretical concepts used in research**

1. The concept of development management theory
2. Theoretical concepts of human resource management
3. The concept of urban environment management
4. Economic, social, physical and environmental development concepts
5. Concept of Participation
6. The concept of innovation theory and its application
7. The concept of creating awareness
8. The concept of sustainable development
9. The concept of a livable city
10. The concept of demographics
11. The 13th Economic and Social Development Plan (2023-2027)

- 12. Related Research
- 13. Conceptual Framework

### Conceptual Framework



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