

“depa” Equips Tourism & Hospitality Businesses in Trat with Digital Technology & Innovation to Revitalize Economy, Steer Smart City Development

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July 24, 2020: Trat Province – The Digital Economy Promotion Agency (depa) collaborated with the Tourism and Sports Office in Trat and the Designated Areas for Sustainable Tourism Administration (DASTA), Office of Designated Area 3, to promote and support tourism and hospitality business operators, small and medium-sized enterprises (SMEs) and communities in the province with an aim to accelerate the adoption of digital technologies and innovation to leverage competitiveness in the tourism and hospitality sectors in line with the smart city development master plan in the areas of smart tourism and hospitality. Tourism and hospitality businesses in Trat will be equipped with digital skills for use to steer smart city development in Trat. It is the continuity of care and support for local businesses after earlier paying a visit to Rayong and Chanthaburi.

Dr. Nuttapon Nimmanphatcharin, President/CEO of depa, said Mr. Buddhipongse Punnakanta, Minister of Digital Economy and Society (MDES), assigned the depa to look after the digital-related promotion and support to encourage the adoption of digital technologies and innovation across segments in society so that businesses can keep operating with efficiency in the new normal era after the end of the COVID-19 pandemic.

The depa announced its collaboration with the Tourism and Sports Office in Trat and the Designated Areas for Sustainable Tourism Administration (DASTA), Office of Designated Area 3, to launch a digital promotional activity to equip tourism and hospitality businesses with digital technology for smart city development in Trat. It is in line with the goal to develop smart cities in the areas of smart tourism and hospitality in the province after the end of the COVID-19. Digital technologies and innovation will be mainly used to steer the smart city development to achieve the highest efficiency and sustainability in Trat. In addition, tourism and hospitality business operators, SMEs, small businesses and communities will be encouraged to further adopt digital technologies and innovation to enhance their business operations and developments. The digital promotions and support will be made through the “depa Mini Transformation Voucher” scheme to promote the adoption of digital technologies and innovation. Trat Governor Acting Sub Lt. Mr. Wichian Limwongyoo presided over the launch of the digital promotional activity for business operators at Trat City Hotel, Mueang District in Trat.

Mr. Pondchai Homcheen, Vice President of Branch Business Offices Unit of “depa”, said the depa is ready to promote and provide support to encourage digital technology adoption among business operators in the tourism and hospitality sectors. The support measure is part of the depa’s digital promotion that allows business operators to choose to adopt any digital technology to suit the nature of their businesses in order to improve and elevate their businesses, products and services as well as driving smart city development in Trat province after the COVID-19 crisis is over.

Trat Governor Mr. Wichian Limwongyoo said the travel restrictions and lockdown measures have

been subsequently introduced after the spread of the COVID-19 in Thailand. It has directly dealt a potential blow to businesses in the tourism sector. Even if the pandemic situation is improving and the government has already eased lockdown restrictions and allowed people to travel domestically, everything will never be the same as all people have to embrace the new normal after the COVID-19 crisis. The digital-driven promotional activity provides direct benefits and advantage to tourism business operators, in which digital technologies will be utilized to enhance efficiency of business operations and future developments.

At the same time, the depa office in eastern area together with network of digital startups and digital providers that registered under the depa including Gofive, provider of CRM program; Soft Product, provider of ERP, CRM and IoT programs; Super Green House Technology, provider of solar power system; Unicorn (Thailand), provider of restaurant and hospitality management system; Arincare, provider of sales management system; and Greenery Clinic, provider of technological development for agriculture, tourism and smart city, participated in the event to provide advisory services and create business-matching opportunities as local business operators in Trat can make inquiries and select digital technologies themselves that match their preferences and nature of their businesses. Meanwhile, the Chanthaburi Chamber of Commerce, which is an active cooperative unit of the depa office in eastern area, also joined the event to accept applications from those wishing to receive promotions and support under the depa Mini Transformation Voucher scheme to accelerate the adoption of digital technologies and innovation. The event received an overwhelming response from business operators and interested people in Trat and its vicinity.