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เทศบาลเมืองศรีสะเกษ  
Sisaket Municipality



# IQPISSP2:

## Working Towards a Smart City by Establishing Smart Tourism

Ian K., Kasin O., Ryan L., Shayla N., Suparada S., Tanisa S., Thanyamai P., Timothy K.

## “Shaping the Future of Cities”

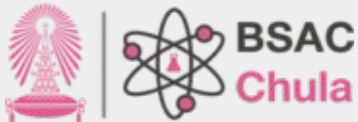
# IQPISSP2 – Working towards a Smart City by establishing Smart Living for Tourism



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X



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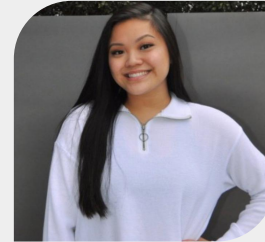
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# Introduction

*Sisaket Municipality*



# Introduction

## ► Sisaket Municipality



## ► Smart City



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## Methods

**GOALS:** To help the Sisaket Municipality take steps towards becoming a smart city through the aspect of smart tourism via Line Official Account (Line OA)

**Objective 1:** Assess Availability of Tourist Information in Sisaket

**Objective 2:** Identify Information Needs of Sisaket Visitors

**Objective 3:** Develop a Framework of the Line Official Account to Sponsors

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## Results & Analysis

1. Interviewing Municipality Officials and Representatives
2. Interviewing Focus Group
3. Data Gathering From First Hand User Experience Surveying
4. Interviewing with the Tourism Application Representative
5. LINE Official Account Case Studies

# ► 1. Interviewing Municipality Officials and representatives

## Possible features of the Tourist Application:

1. Chatbot
2. Ratings and reviews of restaurants, hotels, and attractions
3. Annual event calendar
4. Map feature that shows individual how to get to their destinations



## Intention of collecting data from users



## 2. Interviewing Focus Group

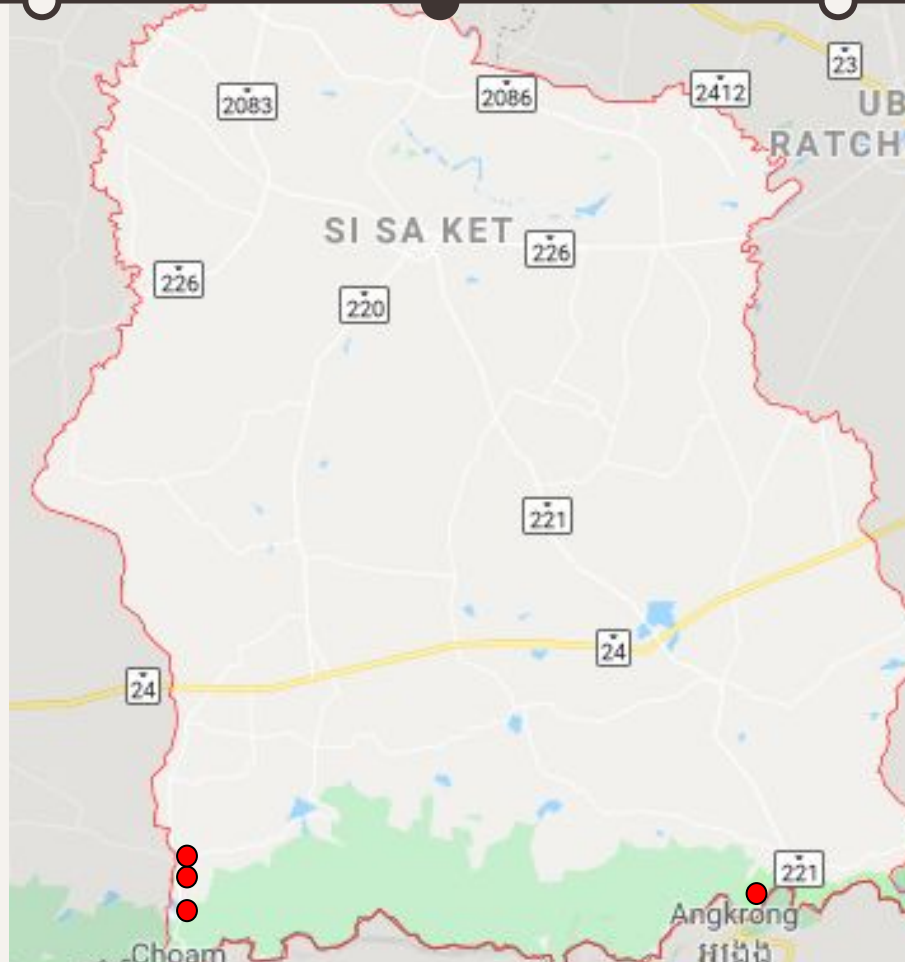


### Takeaway:

1. Tourist attractions needs to be effectively promoted
2. Inclusive of other languages
3. Relevant features
4. Narrow down our target group



# Map of Tourist Attractions Visited



### 3. Data Gathering From First Hand User Experience Surveying



**Pha Mor E Dang  
(Khao Phra Viharn  
National Park)**



**Wat Phrai Phattana**



**Phraya Kupree  
Viewpoint**



**Suksamran  
Beach**

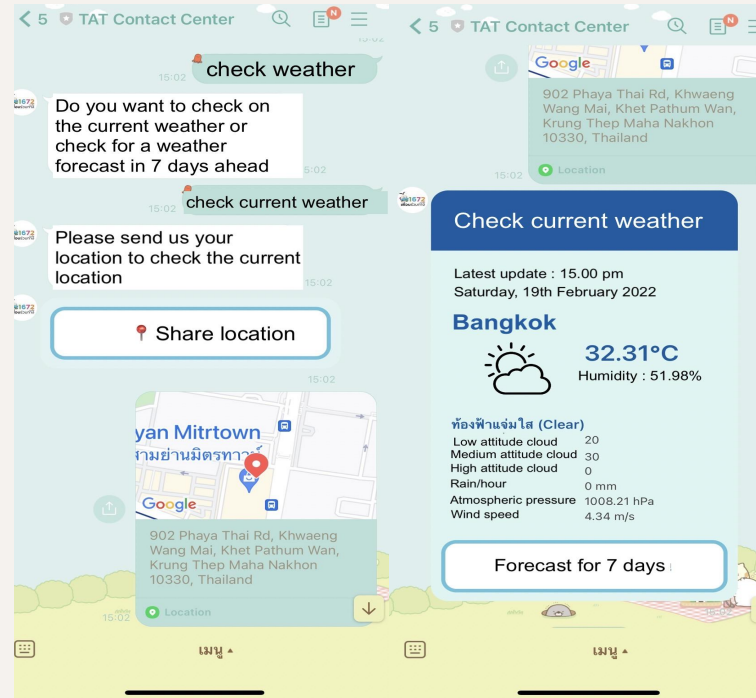
## 4. Interview with Sisaket Tourism Application Representative

### Cost Needs To Be Considered

- 2500 Baht/month for a year long contract

### Important Features

- Weather
- Yearly event calendar
- Coupons as a way to promote business



## 5. Tourism Authority of Thailand Line Official Account



### Limitations

- Not much information regarding Sisaket provided
- Broadly focuses on all provinces within Thailand

### Takeaways

- Connection to Municipality Website
- Emergency Contact Information

### ► LINE Official Account



**LINE  
Official  
Account**

75% of Thailand citizens use LINE

**“LINE Official Accounts”** allows business to broadcast information to customers and customizing features such as coupons, reward cards, chatbots, making payment etc.

## Prototype aims to...



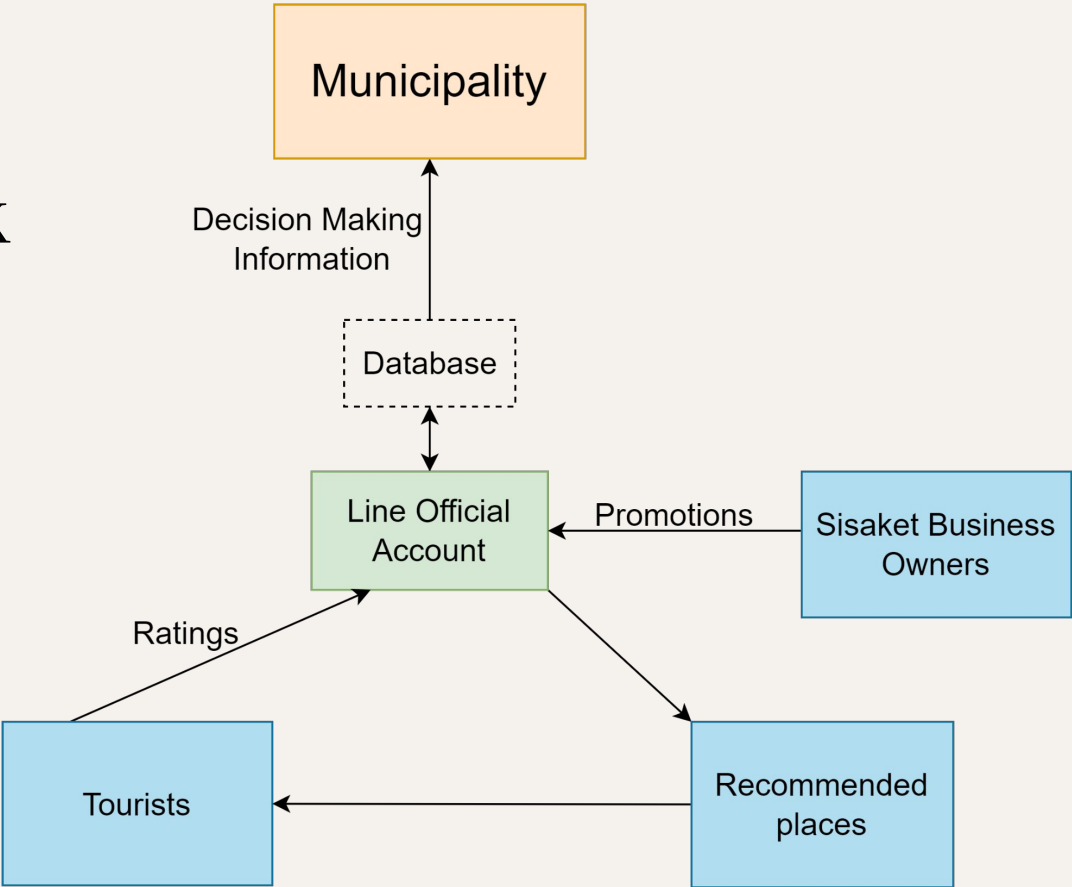
- Increase ease of touring the city
- Provide valuable information about tourist attractions
- Enable communication between tourists and municipality
- Allow data collection
- Better the experience of tourists

## Recommendations:



- Maintain the rich menu and questions for the Line OA page
- Provide automated responses
- Design a user-friendly interface
- Publicize the Line OA using QR Code

# Tourism Framework





# Line OA Mock Up Proposal

Bot Items

- Message
- Welcome Message**
- Mask Fines
- Loyal Customer Message
- Si Sa Ket Bus Terminal Pho...
- EMERGENCY HOTLINES
- Weather Site
- How can I help you today?
- Confirmation for language ...
- Emergency Response Que...
- Is this your location?
- Si Sa Ket Bus Terminal
- Sisaket Bus Station
- Sisaket Railway Station
- Coupon
- Newsboard
- Interactive Map

File Edit Help

Chats

- First Follow + Take me to Events
- Followed + Bus Terminal
- New Chat 5**

Rich Menu

- None
- Rich Menu 1
- Rich Menu 2

9:41 AM 100%

Sisaket Municipality T...

Bulletin

Bot Messages

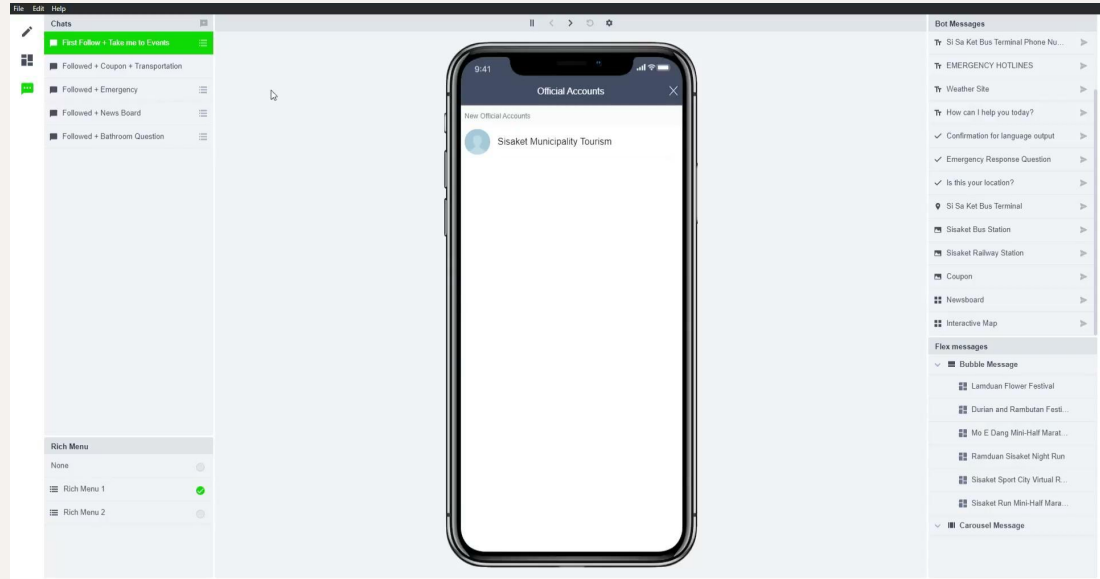
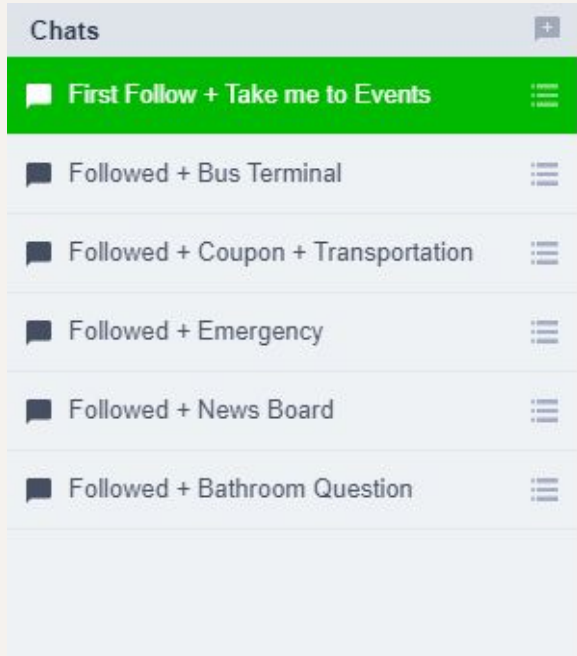
- สวัสดีครับ! ยินดีให้บริการ! กรุณาเลือกบริการ...
- Confirm template message
- Si Sa Ket Bus Terminal
- กรุณาเลือกบริการ! กรุณาเลือกบริการ...

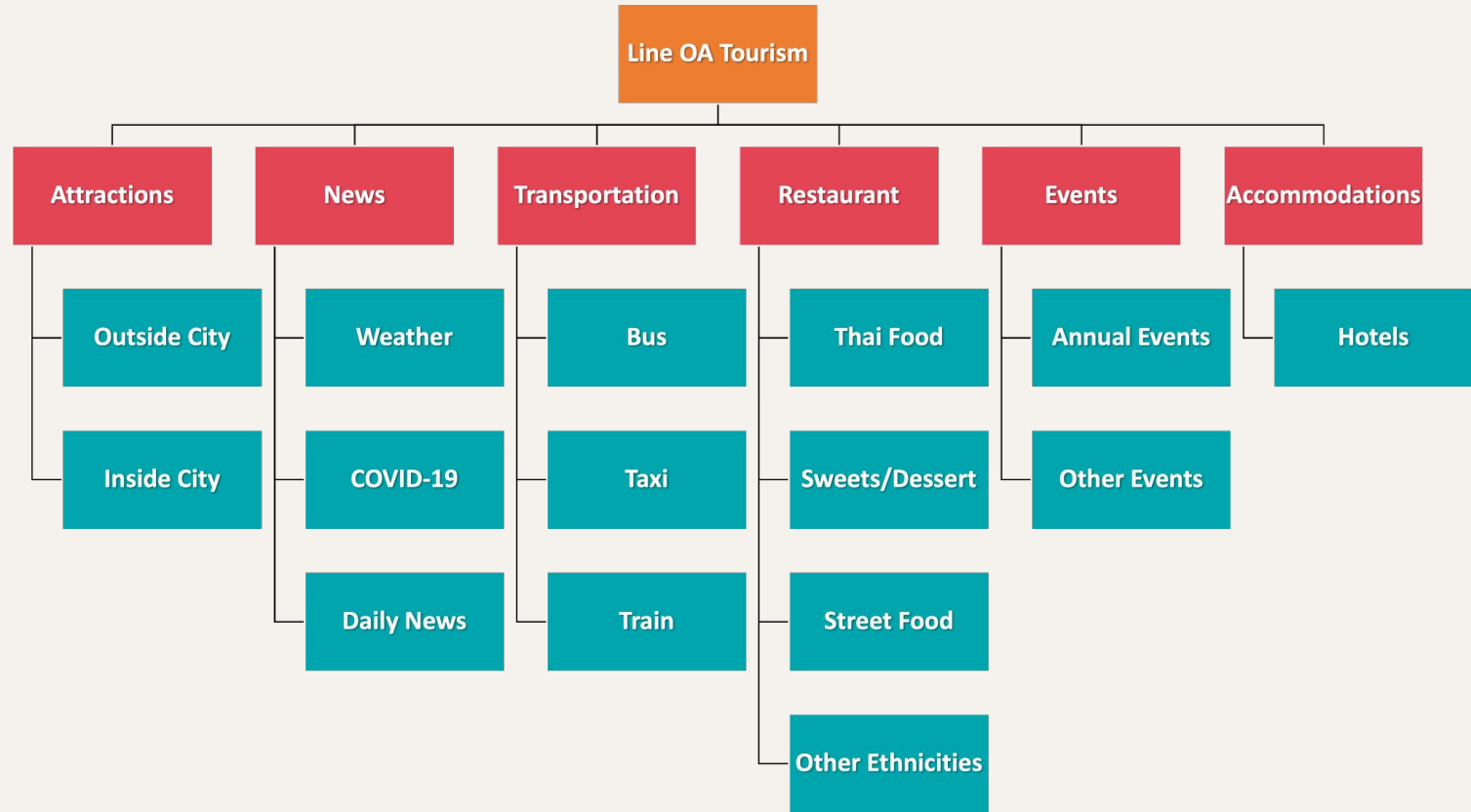
Flex messages

- Bubble Message
  - Lamduan Flower Festival
  - Dorian and Rambutan Fest...
  - Mo E Dang Mini-Half Marat...
  - Ramduan Sisaket Night Run
  - Sisaket Sport City Virtual R...
  - Sisaket Run Mini-Half Mara...
- Carousel Message

- Rich Menu 1
- Rich Menu 2

# Line OA Mock Up Proposal





# Publicizing the Line OA



**SSK Tourism Hub - Line OA**

Add us for an updated travel guide and receive exclusive promotion!



Line ID : @ssktourismhub

The graphic features a circular inset image of a scenic island with a white lighthouse and a wooden pier extending into a blue lake under a bright sky. The background is a vibrant blue with abstract geometric shapes.

## QR codes at certain locations:

- Transportation terminals
- Municipality
- Attractions inside and outside the city
- Hotels and restaurants
- Rest stops

## Other Ways of Promoting

- Municipality's website
- Social media (Facebook and Main Line OA)

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# Limitations



Budget



Scope of Audience



Time



Specific Information



# Thanks!

Questions?

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