



Smart JAMP(2021) Demonstration Experiment of MaaS for the Realization of Smart City in Phuket, the Kingdom of Thailand

Target Area	<ul style="list-style-type: none"> Phuket, the Kingdom of Thailand
Background and Purpose	<ul style="list-style-type: none"> In 2018, the Thai Government established the National Steering Committee on Smart City, with the Digital Economy Promotion Agency (depa), the Office of Transport and Traffic Policy and Planning (OTP), and the Energy Policy and Planning Office (EPPO) serving as secretariat. This study related to Smart Cities in Phuket Province at the request from depa and includes the following items: <ol style="list-style-type: none"> 1. Proof-of-Concept (PoC) of MaaS 2. Study on Platform Integration with Public Services 3. Capacity Building Support for Implementing Organizations
Related Organization	<ul style="list-style-type: none"> Digital Economy Promotion Agency (depa), Phuket Province, Phuket City Development Co., Ltd.
Project Stage	<ul style="list-style-type: none"> Experimental implementation
Contents and Results	<ol style="list-style-type: none"> 1. <u>Proof-of-Concept (PoC) of MaaS</u> <ul style="list-style-type: none"> Development of a MaaS application to provide information about routes (including a route search function) and time tables for public transportation, as well as other information, such as about restaurants, events, and Covid-19 news, etc. Promotion of the use of the application and analysis of actual usage and user questionnaires Analyzed the collected data and proposed to improve the bus time tables, bus route, etc. 2. <u>Study on Platform Integration with Public Services</u> <ul style="list-style-type: none"> With interviews of entities related to public data and field surveys on existing data platforms, proposals for city OS which to be a integrated platform with MaaS and public services were developed 3. <u>Capacity Building Support for Implementing Organizations</u> <ul style="list-style-type: none"> A seminar was held to explain the results of the aforementioned MaaS PoC and the study on City OS

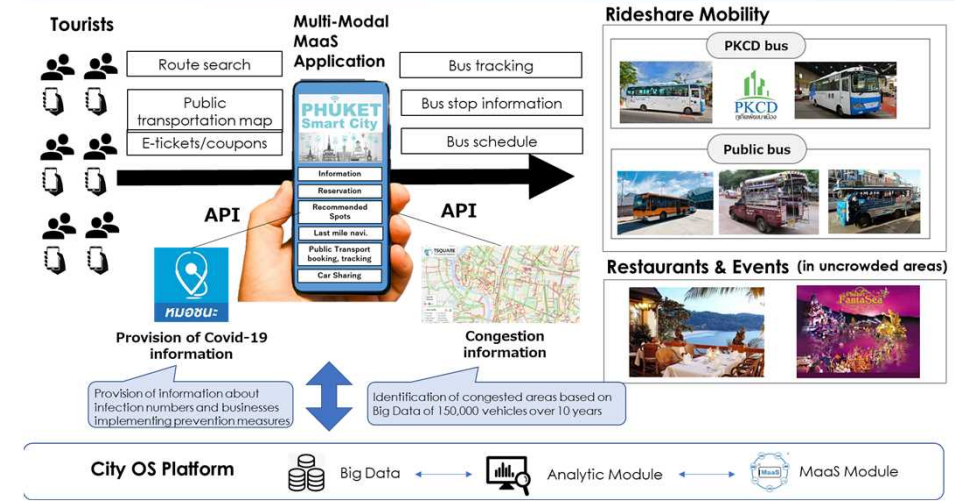


Figure 1 : MaaS App Concept

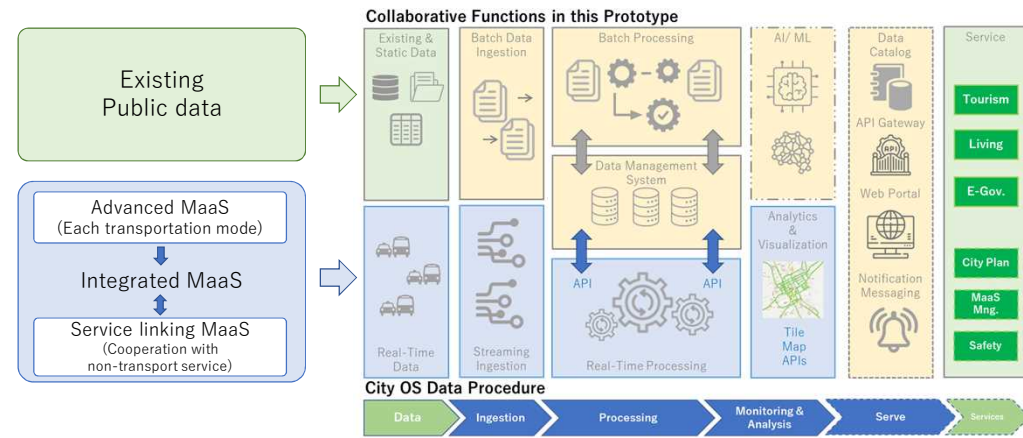


Figure 2 : Proposal for Smart Cities and Platform Integration with Public Services