

DESIS
NETWORK
Design for
Social Innovation
and Sustainability

Local Alike



universidade
de aveiro



ID+ RESEARCH
INSTITUTE FOR
DESIGN, MEDIA
AND CULTURE
PORTUGAL

Universidade de Aveiro
ID+ Instituto de Investigação
em Design, Media e Cultura
Portugal
Clara Serrano

Promoter(s).

**Happy Home Happy
Stay; Marnjun
Community, Rayong;
English on Air &
Journey D.**



Funder(s).

**Pai Somsak Boonkam;
Noon Suratchana
Pakavaleetorn.**

Aknowledgements.

**National Innovation Awards 2019; ASEAN Business Awards 2019; Asian Social Innovation Award
and much more.**

Context.

From tourist's perspective, traditional tourism in Thailand is a huge industry, but it's very shallow, and visitors don't really experience the real culture or the lifestyle of the locals. Locals have a lot of stories and experiences to share, but there is no easy/simple way to market themselves.

The project.

Local Alike is a travel company that offers a wide range of community-based tourism and responsible tourism experiences. Their excursions are fun and immersive. Travelers not only get to take part in experiences but also contribute to the preservation of environment, culture, and local ways of life.



The design process.

In 2012, Pai Somsak Boonkam began working with the hill tribe village at Baan Suan Ar in Chiang Rai, with the goal of assisting the villagers in developing their own homestay business. Later the same year, they won the BanPu Champions for Change Competition, receiving the funding necessary to pilot homestays in San Pa Village.



Governance and Policy Making



Sustainable development

Local businesses

Collaborating with over 50 companies and governmental agents, they contribute a lot to the economy of the locals. 70% of their profit goes to the community, helping their own business.

Activism and Civic Participation

A photograph of three hikers crossing a log bridge over a river in a forest. The hikers are holding hands for balance. The scene is misty and sunlit, with a large log bridge spanning a river. The hikers are wearing backpacks and outdoor gear. The background is a dense forest with sunlight filtering through the trees.

**Colaboration between
corporations and locals**

Local Alike works with corporations to build community-based tourism of local host communities linked to the core strengths of the corporations. This service aims to help bring collaboration between corporations and local

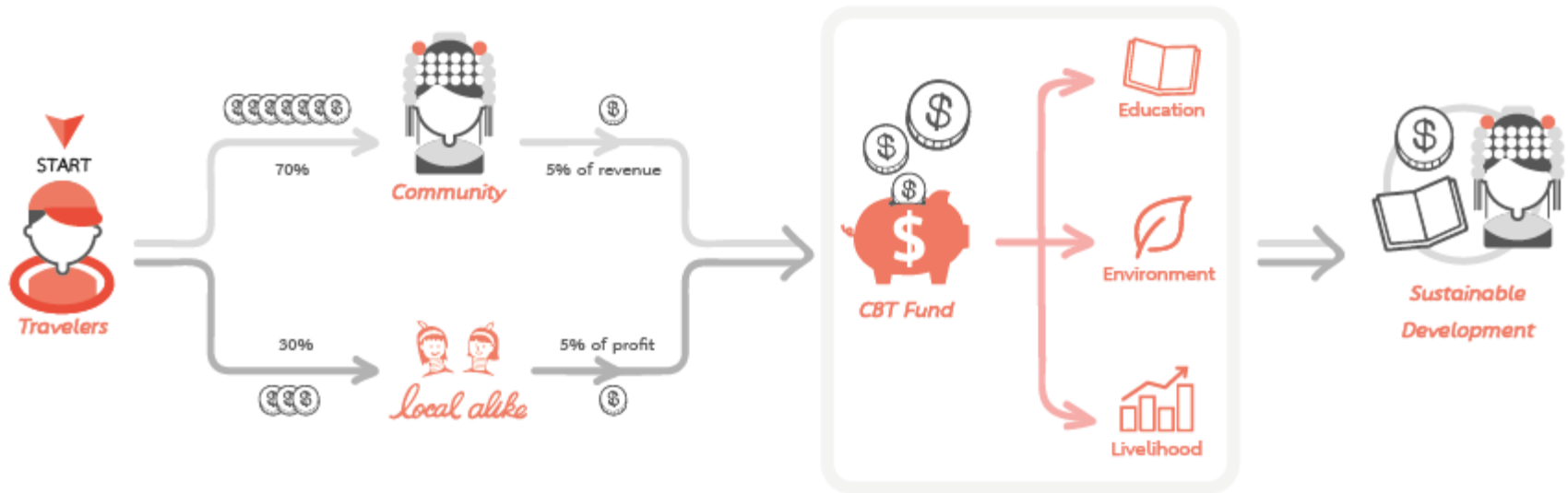
Social Interactions and Relations

A group of five people, three men and two women, are in the ocean. They have mud smeared on their faces and are laughing and waving their hands. The background shows a calm sea under a blue sky with scattered white clouds. In the distance, some small boats and a few vertical poles are visible on the horizon.

Locals and tourists

It brings more than 32,000 travelers from over the world to local host communities, spreading the local culture.

City and Environmental Planning



Sustainable development

As of now, it has generated more than 54M THB (local currency) worth benefit distributed to local communities.

Production, Distribution and Consumption



By introducing the local business to tourists, these not only buy and, in some cases, help and learn the art behind them, but also spread the business, bringing in more clients.

Skill Training and Design Education



Business management

Culture awareness

The locals get training and learn how to better manage their own businesses, the outside corporations understand the benefits that working with locals bring, and the tourists learn about these cultures and their sustainable and

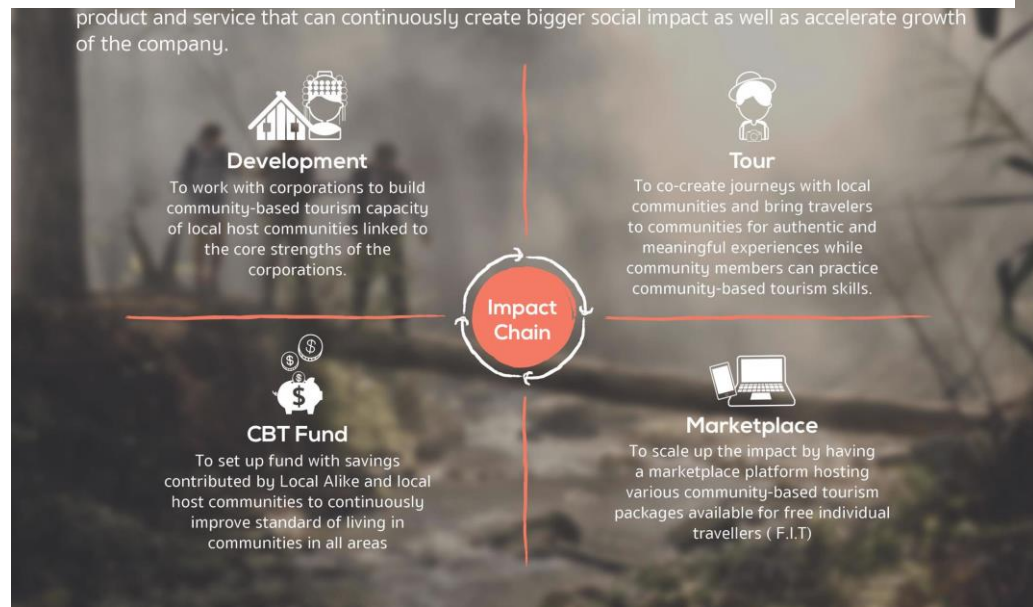
Job Creation



Jobs for local residents

It has created more than 2,000 part-time jobs for local residents to earn extra income.

Storytelling and Visualisation



Active social media presence

Clear goal and methods

They are active in social media, documenting and photographing their tours, explaining clearly what they do and their relation with the communities. They use a simple and clear language to explain their business and how it contributes for the environment and the city.

DESIS
NETWORK
Design for
Social Innovation
and Sustainability

www.localalike.com

@localalike

sales@localalike.com



universidade
de aveiro



ID+ RESEARCH
INSTITUTE FOR
DESIGN, MEDIA
AND CULTURE
PORTUGAL

Universidade de Aveiro
ID+ - Instituto de Investigação
em Design, Media e Cultura
Portugal