

# Urban Housing Projects Management Following the Smart City Approach

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## ABSTRACT

The objective of this research is to study the management of housing projects, according to smart city guidelines. The researcher used the study method as qualitative research by collecting data from documents. Analyzing data with descriptive means, it was found that the concept of smart city is applied as a concept that improves people's quality of life. The development towards the success of smart cities has many factors involved, so it is necessary for stakeholders to pay attention to the factors that affect smart city as follows: technology, stakeholders, policies, governance, required funding, goals and vision. Smart city development includes: Public participation Citizen participation, leadership, infrastructure and stakeholders, and factors affecting smart city development India consists of five factors: people and communities, infrastructure, proper use of resources, transportation, and governance. Chourabi et al. (2012) study found that the key factors affecting smart city development are management and organization, technology, governance, policy context, people and communities, and infrastructure. As such, real estate developers need to stand out, reliability and differentiation of high-rise housing projects for competitive advantage, Able to meet the needs of the target group as much as possible. By applying smart city approaches such as technology management to facilitate residents, Proper and environmentally friendly energy management. These various forms of project management to create project highlights and define Positions in a highly competitive market. Smart city housing projects are livable. Application of information and communication technology to facilitate communication between residents of the project, it helps to create happiness and good quality of life for the residents of the project. The management of housing projects in accordance with smart city guidelines is the result of empirical data research that private sector executives involved in housing management, It can be used to make investment decisions and develop residential projects in urban areas to meet the needs of the people in the future.

**Keywords:** Project Management / Housing / Smart City

## INTRODUCTION

Thailand's economic structure has shifted from an agro-intensive base to an industrial production base that creates significant growth in national income. In 2017, the national income increased by 6.4 percent, averaging 218,200 Bath. Increase from 205,607 Baht from 2016 (National Economic and Social Development Council, 2019). However, it is still found that there is a difference in people's incomes between urban and rural or agricultural sectors. Although the income distribution gap has narrowed, the gap between the richest 10 percent holds 39.30 percent of total income. While the poorest 10 percent own only 1.6 percent of total income, this puts the income gap between the richest and the poorest 25.2 times. In addition to income inequality, there is also inequality in expenditure, Education, Public Health, Social welfare and arable land, Access to capital and infrastructure (Office of the National Economic and Social Development Board, 2018). The government's smart city

development has not yet been very concrete. Kasikorn Research Center (2019) states that Smart City, one of the changes of the future that evolves with technology. Adapt the concept of urban development from physical development to urban life potential development with technology, resulting in benefits for residents. There are many other sectors that can benefit, especially businesses that can respond to the pattern or heart of urban development towards Smart City, which has the following main factors: (1) Healthcare: Smart city systems must be conducive to the health of the people within the city. Both in terms of public health services and the development of medical limits to make access to treatment more convenient for people (2) Security: here starts from life safety such as road safety to personal information security (3) Engagement cities where smart citizens must also have access to resources and applications. And can connect lifestyle with technology within the city, making the city a more convenient area for living and (4) Environment: The environment is key to sustainable urban growth. Smart cities must be able to control energy consumption appropriately, reduce waste and harmful energy consumption and use clean energy to drive the city.

Therefore, the researcher is interested in studying the development guidelines of urban housing projects according to smart city guidelines by studying in Bangkok. Since Bangkok is the capital of the country with the largest population of Thailand, there is a latent population of foreigners and immigrants from other provinces comes to live in large numbers. As a result, the demand for housing is increasing. Bangkok's population is the second highest income in the country after Rayong. High-income consumers have the potential to occupy high-priced housing. Especially high-rise condos with a height of 23 meters or more or about 20 floors. People in this group are therefore the target group of real estate entrepreneurs. Developing smart city-based housing projects will be one strategy that will help differentiate housing project management. As well as creating more interest in residential construction projects, smart city concepts will meet the needs of the target audience. In line with the lifestyle that requires comfort, Privacy, have the necessary infrastructure to live, Able to link quickly and easily with the environment outside the project.

### **Research Objectives**

To study the management of housing projects, according to smart city guidelines.

### **Research Methodology**

The research on housing project management according to smart city guidelines, the researcher also used qualitative research methods. Documentary Research by reviewing concepts and theories from relevant documents and research.

### **Data Analysis**

The researcher analyzed data from documents and content analysis by studying various documents and research related to the study to be analyzed and compared in order to obtain accurate and reliable information. and perform data validation and reliability with triangular data validation, i.e., determine the consistency and heterogeneity of data from time sources, Sources of places and sources of people.

## **RESULTS**

Study results of housing project management according to smart city guidelines It was found that the majority of the informants agreed that the concept of smart city was applied. It is a concept that improves the quality of life of people, In the development towards the success of smart cities, there are many factors involved, so it is necessary for stakeholders to pay attention to the factors that affect smart cityization. It consists of technology, stakeholders,

policies, governance, required funding, goals and vision. Smart city development includes: Public participation Citizen Participation, Leadership, Infrastructure and Stakeholder. And factors affecting the development of smart cities in India. It consists of 5 factors: people and communities, infrastructure, proper use of resources, transportation, and governance. Chourabi et al. (2012) study found that the key factors affecting smart city development are management and organization, technology, governance, policy context, people and communities, and infrastructure. Such real estate development companies need to stand out, reliability and differentiation of high-rise housing projects for competitive advantage, Able to meet the needs of the target group as much as possible. By applying smart city approaches such as technology management to facilitate residents, Proper and environmentally friendly energy management. These different forms of project management to highlight projects and position them in a competitive market. Smart city housing projects are livable, Application of information and communication technology to facilitate communication between residents of the project, it helps to create happiness and good quality of life for the residents of the project.

## CONCLUSION AND RECOMMENDATIONS

From this research, it can be concluded that the management of housing projects, according to smart city guidelines is the result of empirical data research that private sector executives involved in housing management. Can be used to make investment decisions and develop housing projects in urban areas to meet the needs of the people in the future. And real estate entrepreneurs can use it as a basis for developing housing projects to meet the needs of the target group as much as possible. It is information that allows the target population to compare housing projects in urban areas before making a decision to buy houses that suits their lifestyle and needs.

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