



Promote Sustainable Food Security

2 ZERO HUNGER



OVERVIEW

NIDA recognizes the importance of fostering social responsibility, support, and participation in economic and social development. This includes assisting vulnerable individuals who lack access to hygienic food. The institute encourages faculty, researchers, and students to develop research, and to disseminate knowledge to communities, as a way to empower vulnerable groups to become self-reliant and ultimately escape hunger sustainably.

RESEARCH/ FUNDING

Fostering food culture tourism & healthy eating

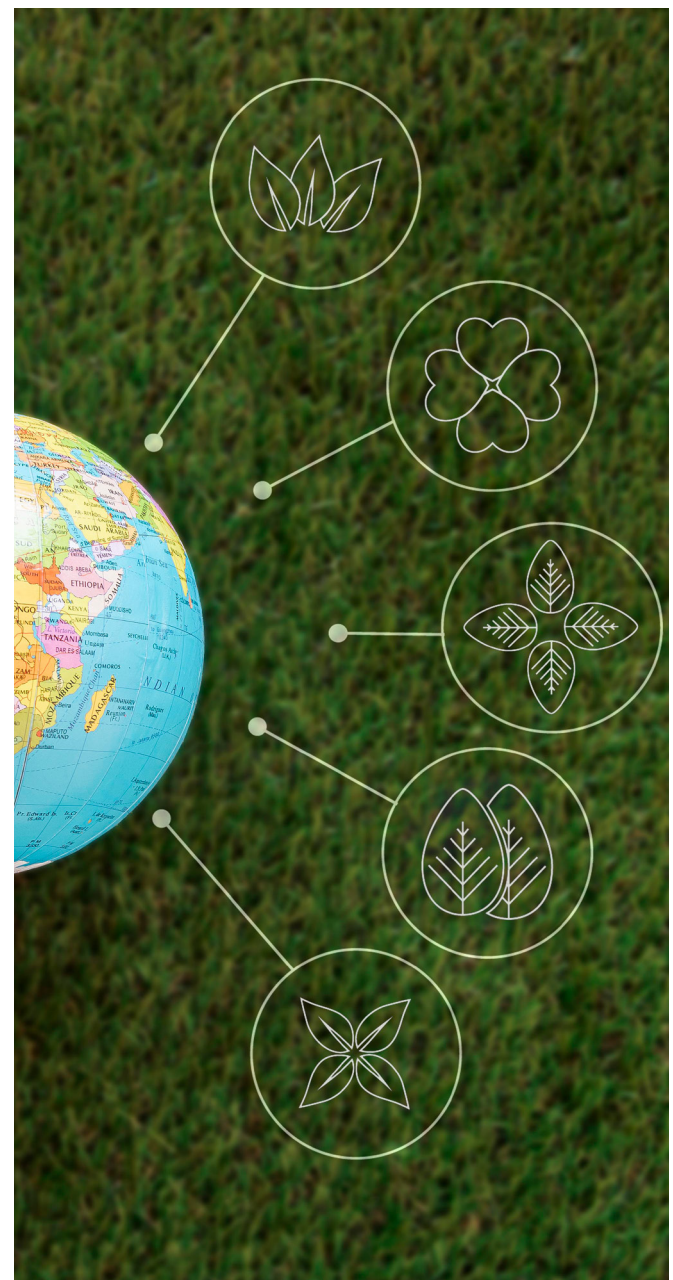
The research project "Social Life-Cycle Assessment (S-LCA) of Mass Tourism and Food Culture Tourism to Enhance Tourism Satellite Account Compilation in Economic and Environmental Resource Costs (TSA-SEEA) for the Eastern Coastal Tourism Cluster Development" was funded by the Office of Science, Research, and Innovation Promotion (OSRI). The study focused on tourism in Saen Suk Municipality, a local government body, aiming to become a tourist city that meets international standards as a "Smart and Healthy City." This includes creating tourism infrastructure to facilitate travel and establishing it as a healthy city or a destination and residence for the elderly.

The research findings revealed the following:

1. The community can develop into a food culture and a tourism hub through support from local agencies. Doing so can add value to souvenirs and products, especially by incorporating creativity, quality ingredients, or environmentally friendly packaging.
2. Tourism in the area can increase its potential to attract international tourists, as it already has elements that appeal to foreign visitors, such as shopping, beachgoing, and tasting local cuisine.

Other research conducted by NIDA directly relevant to Goal 2 (SDG 2) includes:

1. The food environment within universities that influences healthy eating behaviors among Thai students.
2. Government budget expenditure for child development aged 0-3 years in Thailand.



COMMUNITY OUTREACH

Integrated sub-district socioeconomic development

NIDA has promoted skill development among members of the Ban Tha Yiam community enterprise. Led by Assistant Professor Dr. Wasida Bunyanmethaporn from the School of Tourism Management, efforts have been made to enhance food tourism services, including the creation of "Pla Som Bite" and "Pla Som with Herbs," processed fish products developed through circular economy principles. This approach maximizes resource use by reusing, recycling, and reducing waste. All containers used are also entirely reusable. Pla Som Bite helps reduce food waste as it is easily storable for later consumption, unlike whole fish, which, when left unfinished, often becomes waste. Also, the process involves the making of "Pla Som with Herbs," using fish that do not meet the standard size for "Pla Som Bite." This approach aligns with BCG policies, particularly Zero Waste, while minimizing environmental impacts. In sum, this community food project fosters efficient and sustainable use of natural resources, minimizes food waste through reuse and recycling, and emphasizes technological support in developing countries to promote more sustainable production and consumption patterns.



The success of the Ban Tha Yiam community can be attributed to a blend of key internal and external factors, foremost among which are the members' collaboration and openness to opinions and feedback. This has led to genuine participation, mutual learning, and cooperation, enabling the community to overcome poverty and hunger through sustainable jobs and stable incomes.

Furthermore, NIDA internal departments consisting of personnel, students, and alumni regularly organized activities to help financially disadvantaged individuals access hygienic food. These activities include providing lunch to students at Wat Khlong Kud School in Chanthaburi Province, supporting the Children's Welfare Foundation in Pattaya, Chonburi Province, sharing used items with the Samanya Uthit community in Bueng Kum District, and sharing knowledge on waste sorting and vocational training (e.g., growing sunflower sprouts).

