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Exploring Net Zero Carbon Awareness among People in Krabi, Thailand

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Abstract

The provincial government, along with environmental NGOs and businesses, has started raising awareness through campaigns, educational initiatives, and community outreach to support net carbon zero objectives. These efforts focus on reducing the region's carbon footprint by encouraging the use of solar energy, electric vehicles, sustainable agriculture, and improving waste management, including reducing plastic waste. While awareness of carbon neutrality continues to develop, Krabi's residents and industries are increasingly recognizing the need to contribute to the global fight against climate change. However, broader public education and stronger government support are essential for achieving net carbon zero in this rapidly growing region. This study explore qualitative research using Focus Group Discussion (FGD).To analyze this research with Nvivo, researcher will use the software's tools to organize, code, and interpret qualitative data. Nvivo helps identify patterns, themes, and insights by systematically categorizing data such as interviews with the informants. Researcher analyse the data and find out the several key findings such as level of awareness of net zero carbon can vary depending on the context and the goals of the research. Researcher can explores the current level of awareness and understanding of net-zero carbon initiatives Krabi, Thailand, people in Krabi perceive the importance of achieving net-zero carbon emissions through public awareness and education campaigns, barriers to awareness net-zero carbon among people in Krabi, Thailand, Krabi resident's familiar with the concepts of net-zero carbon, tourism industry's role and challenges and opportunities for net-zero carbon and several innovative ideas and suggestions could be implemented to achieve net-zero carbon goals. These findings aim to provide a structured approach to understanding net-zero carbon awareness in Krabi, Thailand. This study highlights the importance of increasing awareness of net carbon zero among people. While there is a growing interest in sustainability, a significant of research remains in terms of participants' understanding of their role in achieving net-zero emissions.

Keywords: Awareness, Net Carbon Zero, Thailand, Qualitative,

Introduction

Awareness of net carbon zero in Krabi, Thailand, has been growing as global attention on climate change and sustainability intensifies. Known for its natural beauty and tourism-driven economy, Krabi faces both challenges and opportunities in reducing carbon emissions. Local efforts, including promoting renewable energy, waste management, and eco-friendly tourism practices, are gaining traction.

The provincial government, along with environmental NGOs and businesses, has started raising awareness through campaigns, educational initiatives, and community outreach to support net carbon zero objectives. These efforts focus on reducing the region's carbon footprint by encouraging the use of solar energy, electric vehicles, sustainable agriculture, and improving waste management, including reducing plastic waste.

While awareness of carbon neutrality continues to develop, Krabi's residents and industries are increasingly recognizing the need to contribute to the global fight against climate change. However, broader public education and stronger government support are essential for achieving net carbon zero in this rapidly growing region.

Overview:Net Carbon Zero Awareness

The concept of "net zero carbon" refers to balancing emitted and absorbed carbon, aiming for no net increase in atmospheric CO2 levels. This goal is essential to limit global warming to 1.5°C above pre-industrial levels. Achieving net zero carbon emissions involves reducing greenhouse gas emissions and investing in offsetting projects like reforestation. Awareness of this concept, especially among local populations, is vital as it can drive behavioural changes, support for policies, and community engagement in sustainable practices.

Environmental Awareness in Thailand

Thailand has made strides toward environmental education and awareness, but challenges persist. Studies indicate that environmental consciousness is generally higher in urban areas and among younger populations with access to information (Pongquan & Gyeltshen, 2021). However, knowledge and implementation levels vary significantly, with rural and tourist-dependent areas like Krabi showing lower awareness and engagement due to economic reliance on tourism (Somsak et al., 2022).

Krabi, a popular tourist destination, faces pressures from increased carbon emissions due to tourism and infrastructure development. The community's perception of environmental sustainability and net zero initiatives can be influenced by their dependence on tourism, making it essential to assess both awareness levels and willingness to adopt sustainable practices.

Global and Regional Studies on Net Zero Carbon Awareness

A wide body of literature explores public awareness of carbon reduction in different contexts. In Western nations, studies suggest that public awareness of net zero carbon goals has increased, with various governmental and non-governmental campaigns playing a key role (Luo et al., 2020). Meanwhile, in Southeast Asia, net zero awareness is relatively nascent. In countries like Malaysia and Indonesia, studies highlight that while there is an understanding

of climate change, specific knowledge of net zero carbon goals remains limited, particularly among rural communities (Rahim et al., 2021).

In Thailand, national policies aim to promote carbon reduction; however, there is a limited body of research on how well these policies resonate with the general population, especially in more remote or tourism-heavy regions like Krabi (Thanarak et al., 2023). Awareness campaigns often focus on urban centres, with less emphasis on adapting messages to regions where economic factors could affect receptiveness.

Challenges in Raising Net Zero Awareness in Tourism-Dependent Areas

For regions like Krabi, tourism brings economic benefits but also challenges in terms of environmental sustainability. Tourism-dependent communities often face a paradox where environmental protection may seem at odds with economic growth (Chantarat & Chuangchai, 2022). There is a concern that prioritizing carbon reduction might impact the tourism sector. This tension is compounded by limited access to information on sustainable tourism practices and net zero carbon initiatives.

Studies from similar regions suggest that increasing public awareness involves clear communication about the economic and ecological benefits of net zero initiatives. Efforts that emphasize potential savings, health benefits, and long-term tourism sustainability are more likely to resonate with local populations (Tongsiri et al., 2022). Local leaders, education programs, and tourism agencies could play key roles in bridging the knowledge gap.

Strategies for Promoting Net Zero Carbon Awareness

Literature on effective strategies for net zero carbon awareness highlights the importance of community engagement, tailored messaging, and local partnerships. Localized campaigns, co-created with community leaders, can help address specific concerns and needs, making the message more relatable. For Krabi, incorporating net zero themes into school curricula, local events, and tourism practices may help foster awareness.

Case studies from Bali and Phuket demonstrate that combining environmental education with economic incentives for sustainable practices, such as eco-certifications for businesses, can enhance participation. Programs that reward sustainable tourism behaviours, such as reduced fees for eco-friendly businesses, may encourage a shift toward carbon-conscious behaviours in Krabi.

Research Questions

This paper is related to understanding the awareness of net carbon zero can vary depending on the context and the goals of the research. Based on the research problem, specific research questions are:

1. What is the current level of awareness and understanding of net-zero carbon initiatives Krabi, Thailand?
2. How do people in Krabi perceive the importance of achieving net-zero carbon emissions through public awareness and education campaigns?
3. What are barriers to awareness net-zero carbon among people in Krabi, Thailand?
4. To what extent are Krabi resident's familiar with the concepts of net-zero carbon?
5. What's tourism industry's role and challenges and opportunities for net-zero carbon?

6. What's several innovative ideas and suggestions could be implemented to achieve net-zero carbon goals?
These questions aim to provide a structured approach to understanding net-zero carbon awareness in Krabi, Thailand.

Qualitative Reseacrh Methodology: Focus Group Discussion
Focus group is a method of group interview. This focus group in this study is applied to new media users consisting of people whom dependent towards new media. Besides, the selected informants are those who always use the new media for a purpose of their daily activities. Usually focus groups are used to obtain a deeper understanding on a topic or to get a better understanding of study such as treatment, attitudes, strategies, and the views of a group (Liamputtong, 2014). Focus group is preferable and applicable in this study. Focus group conversation is often used as a qualitative tool to gain an in-depth interpretation of social issues. The method aims to gather data from a precisely selected group of people, not from a statistically representative sample of a wider population.

For this study, the researcher chose to do focus group. Focus group have been conducted in person, offline focus group is a research method that involves gathering a selected group of informants in a virtual setting to engage in interactive discussion and provide qualitative insights.

Several parameters have been identified specifically in the selection of informant's. The number of informants in this study is as many as six (6) peoples for every groups. Focus groups were also conducted in the form of 12 groups in which informants were selected. Based on the Table 1.1 below, new media users in this study consisted of the group. The purpose of the selection of this group is to see an understanding of the awareness of net carbon zero involving peoples directly by offline in Krabi, Thailand.

Table 1.1
Sampling of New media User Informants

Title	Description	Fraction	Total
New Media User	Youth	72 peoples	
Age	Youth	15 to 30 years old	
Gender	Man	42 peoples	
	Woman	30 peoples	72 peoples
Area	Krabi, Thailand	6 peoples in 1 group (12 groups)	

Several parameters have been identified especially in the selection of informants. As much as 72 peoples who have an experience in the field of net carbon zero were recruited as informants in this study. Based on Table above, informants in this study comprised from youth. The purpose for the selection of these groups is to observe if there is any differentiation and hence to get a better understanding of consciousness towards awareness among peoples.

Data Collection

Data collection process is crucial in providing information reports from informants on the conducted studies. Therefore, it does need a serious attention. This section explains on the data collection based on three methods of study used which are focus groups. In this study, a focus group was conducted on peoples who consists of youths in Krabi, Thailand. In addition, through this focus group, be able to explore experiences and awareness among youth. This process takes time between 1 to 1 ½ hours. Focus group implementation information is as follow in Table 1.2 below and the total number of focus group informants is 72 peoples, and one group consists of 6 informants. Table 1.2 shows the information of the focus group informants.

Table 1.2
Focus Group Implementation Informant

Informant Category	Method	Month	Informant Number
Youth	Focus Group 1-12	June-December 2024	72 peoples

In the implementation process this focus group is involved five steps. The first is group formation. In this study the focus group consisted of six (6) peoples in a group, around the city of Krabi, Thailand which includes various races and backgrounds. It is carried out in the form of 12 inner group closed by offline session. The second step is the appointment of a moderator. Inside this study the researcher himself became a moderator. Ahmad Sunawari Long (2011) argues, preferably moderators are not recognized by members to avoid shyness or lack of seriousness among members. The main task of the moderator in this study is to be the chairman of the group discussion, note, record, and ensure the discussion session runs smoothly. The third step is to hold a brief familiarization session. It is run before the start of the session discussion. This is because members or informants are made up of various backgrounds back and each do not know each other. Therefore, informants are asked to introduce themselves, living area and others. It takes 10 minutes with this familiarization session, the informants not shy or shy to participate in discussions. The fourth step is a discussion session on the study conducted. This part is very important because it helps to get the results of the study. Moderator has asked a few questions to the informant for answers. As creative methods in this focus group, informants have been exposed about some examples of posters and videos of social involvement among peoples in Krabi, Thailand. However, it is all done after obtaining permission and consent from the informant. All recordings have been presented in text form transcription. As a last step the researcher has thanked the informants for participating and willing to spend time in this research.

Data Analysis

Data analysis comes next in a study once the informant has provided the data. The information gathered through MP4 recording has been transformed into text transcription for focus group and interview procedures. Following completion of the informant interview, data analysis was carried out. This makes it possible to compare one group to other groups and make notes about them. To gather correct results, data were further examined using NVIVO 12 software. In addition, each informant in the focus group was given a label to make it simpler to handle creating or determining the themes in this study and safeguard the secrecy of the study informants. This made it easier to write the study's findings. The labelling of focus group informants is shown in Table 1.3 below:

Table 1.3
Focus Group Informant Labelling (KF)

Focus Group	Informant Number	Informant Labelling
1-12	72	FG1-FG72

To facilitate the data analysis process, each of the objectives of this study has been divided into specific categories. In summary, good research methodologies make it easier for researchers to obtain findings quality while reducing information inaccuracies.

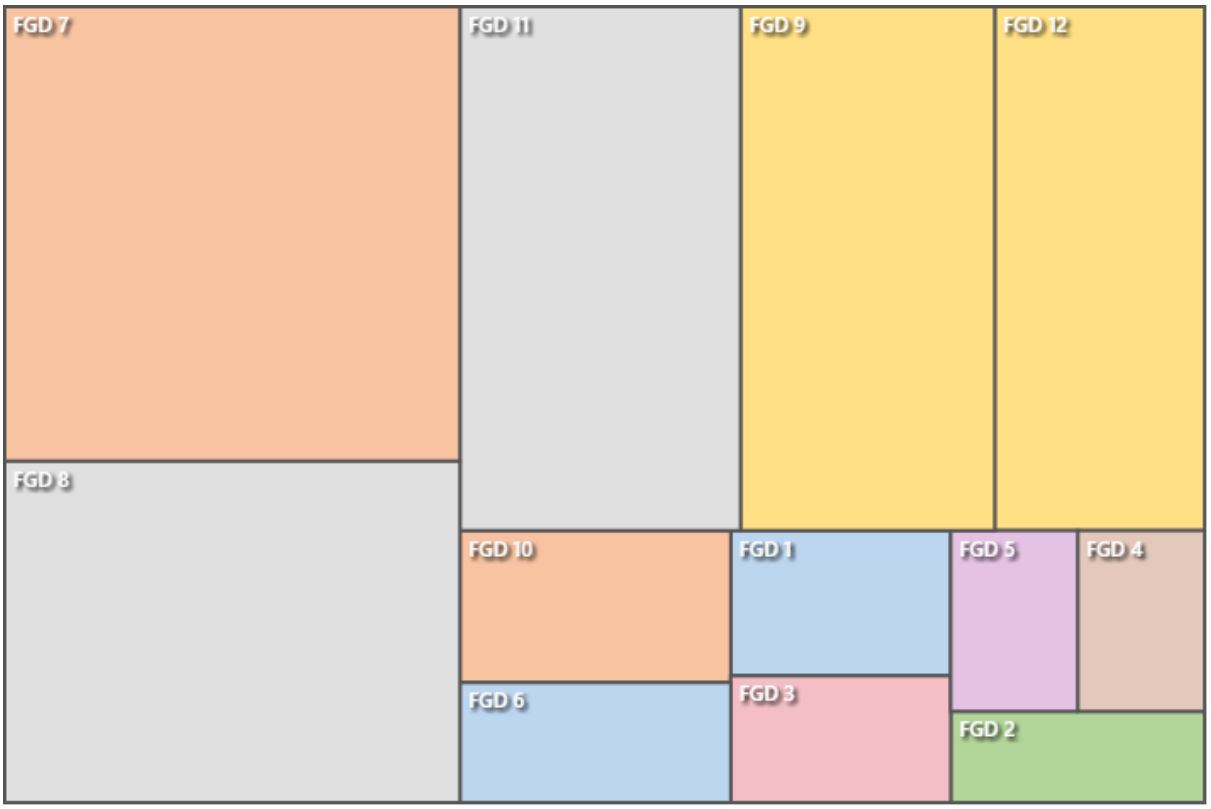

Figure 1.1: Hierarchy Chart Focus Group Discussion

Figure 1.1 shows Hierarchy Chart by Focus Group Discussion. 12 group involves in this research. FGD 7 is the highest which involves and give many information related with this research. Meanwhile FGD 2 is the lowest which contribute the information in this research.

Table 1.4
Compared by number of coding references

Files	Number of coding references	Number of nodes coding
Files\\INTERVIEWS\\FGD 1	7	4
Files\\INTERVIEWS\\FGD 2	5	3
Files\\INTERVIEWS\\FGD 3	6	3
Files\\INTERVIEWS\\FGD 4	5	3
Files\\INTERVIEWS\\FGD 5	5	3
Files\\INTERVIEWS\\FGD 6	7	4
Files\\INTERVIEWS\\FGD 7	45	21
Files\\INTERVIEWS\\FGD 8	34	12
Files\\INTERVIEWS\\FGD 9	29	10
Files\\INTERVIEWS\\FGD 10	9	4
Files\\INTERVIEWS\\FGD 11	32	22
Files\\INTERVIEWS\\FGD 12	24	17

Results and Discussion

Exploring net-zero carbon awareness among people in Krabi, Thailand, would provide valuable insights into local understanding and engagement with sustainability goals.

Understanding Local Awareness

General Knowledge: Gauge people's understanding of net-zero carbon emissions and what it means. Are they familiar with the term "net zero" or "carbon neutrality"?

Importance Perception: Determine if residents perceive climate change as a critical issue, especially given Krabi's reliance on tourism, which is vulnerable to environmental changes.

Awareness Channels: Identify the primary sources of information on net-zero initiatives. Are people learning through media, schools, government programs, or tourism industry efforts?

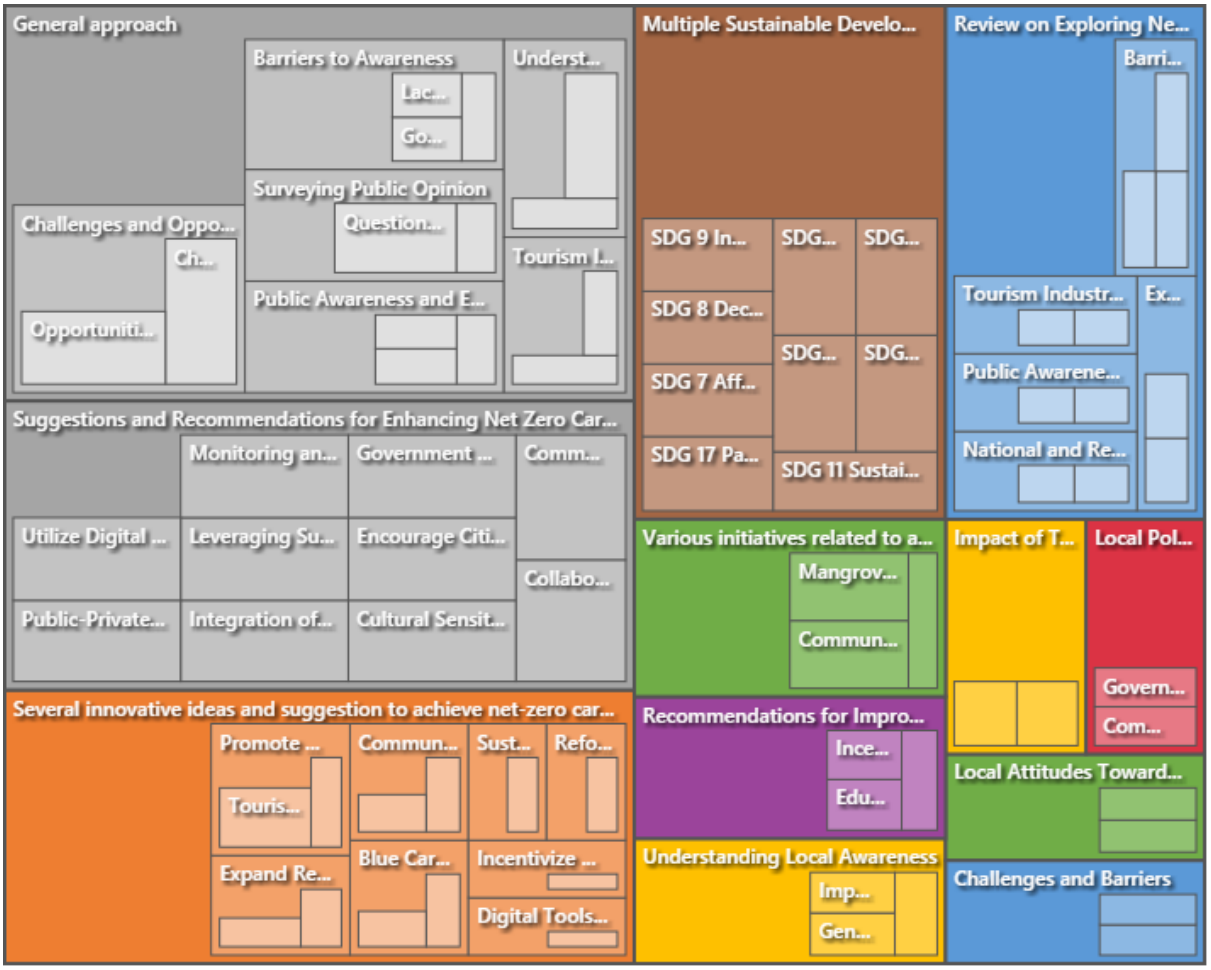

Figure 1.2: Hierarchy Chart by Coding Reference

The highest number of coding references is 11 from FGD 9 and the percentage coverage is 86.13% including all Multiple Sustainable Development Goals (SDGs). The highest aggregate number of coding references is 45 from FGD 7 and the percentage coverage is 70.88%:

<Files\\FGD 7> - § 8 references coded [70.88% Coverage]
Reference 1 - 0.33% Coverage
General approach
Reference 2 - 9.87% Coverage
1. Understanding Net Zero Carbon Initiatives in Thailand

Figure 1.3: Hierarchy Chart by Coding Reference Understanding Net Zero Carbon Initiatives in Thailand

National Commitment: Thailand has committed to achieving carbon neutrality by 2050 and net zero greenhouse gas emissions by 2065. This means there are national efforts, policies, and campaigns that might be influencing awareness in regions like Krabi.

Local Government: Local Krabi authorities align with these national goals includes local environmental projects, regulations, and tourism management policies can be key drivers of awareness.

Reference 3 - 13.45% Coverage

Public Awareness and Education Campaigns
Tourism and Environmental Sustainability: Krabi's economy relies heavily on tourism, which has a major carbon footprint. Initiatives aimed at reducing the environmental impact of tourism (like eco-friendly accommodations or sustainable tour operators) are likely to be central in awareness efforts.

Schools and Universities: Programs targeting youth and education institutions can give insights into how young people and future generations perceive net zero goals.

Community Workshops: Local NGOs and international organizations often conduct workshops on climate change, renewable energy, and sustainable practices in regions like Krabi.

Reference 4 - 11.97% Coverage

Barriers to Awareness
Cultural and Economic Factors: People in Krabi may prioritize economic survival over environmental sustainability, especially in tourism-heavy regions like Krabi.
Lack of Information: Accessibility to reliable, comprehensible information about carbon footprints and climate change solutions may still be low, especially among rural communities.
Governmental and Private Initiatives: The role of national and local authorities in engaging people with practical solutions (like incentives for green energy, recycling, or sustainable transport) can either drive or hinder awareness.

Reference 5 - 8.97% Coverage

Surveying Public Opinion
Questionnaire Design: To explore awareness, we might design surveys asking:
i) How familiar are you with the concept of "net zero carbon"?
ii) Are you aware of local or national initiatives promoting sustainability in Krabi?
iii) Do you think Krabi's tourism industry can be more sustainable, and if so, how?
Target Groups: Survey different groups, such as locals, business owners, and tourists, to get a diverse set of views.

Reference 6 - 7.51% Coverage

Tourism Industry's Role
Eco-tourism: Analysing how much of Krabi's tourism industry promotes eco-friendly alternatives and low-carbon operations can be key to understanding public awareness.
Corporate Social Responsibility (CSR): Larger businesses in Krabi, especially those in the tourism and hospitality sector, may have CSR programs focused on reducing carbon emissions.

Reference 7 - 11.10% Coverage

Challenges and Opportunities for Net Zero Awareness in Krabi
Challenges:
Balancing tourism growth with carbon reduction.
Resistance from businesses that may perceive sustainability as costly.
Informing tourists and locals about how individual behaviours contribute to carbon footprints.

Opportunities:
Leveraging Thailand's 2050 carbon neutrality goals to educate and engage the public.
Partnering with international environmental organizations active in Thailand.
Promoting sustainable tourism models as a competitive advantage for Krabi.

Reference 8 - 7.67% Coverage

Conclusion
To explore net zero carbon awareness in Krabi, Thailand, one would need to investigate the intersection of local policies, the tourism industry, educational outreach, and community

engagement. Given Krabi's heavy reliance on tourism, an effective approach might involve highlighting how sustainable practices can also benefit the local economy, particularly in the long term.

The second highest number of coding references is 10 from FGD 11 and the percentage coverage is 73.59%:
<Files\\FGD 11> - § 10 references coded [73.59% Coverage]

Reference 1 - 2.72% Coverage

Net-Zero Carbon Goal by 2040, Several Innovative Ideas and Suggestions
To help Krabi achieve its net-zero carbon goal by 2040, several innovative ideas and suggestions could be implemented. These:
Reference 2 - 9.08% Coverage

Expand Renewable Energy Initiatives
Solar and Wind Power: Encourage the installation of solar panels on rooftops of hotels, homes, and public buildings. Wind energy could also be harnessed along the coast where wind speeds are optimal.

Energy-efficient Infrastructure: Promote energy-efficient building designs and retrofitting in the tourism industry, using local materials to reduce carbon footprints.
Reference 3 - 11.43% Coverage

Promote Carbon-neutral Tourism
Tourism Carbon Credit Programs: Expand the current carbon credit system where tourists can offset their carbon footprint through local projects. Create partnerships with tour operators and airlines to make this part of the travel package.

Zero-emission Transportation: Encourage the use of electric vehicles (EVs) for local transport, including EV tuk-tuks and boats for tours. Installing more EV charging stations around popular tourist spots could make the transition smoother.
Reference 4 - 11.25% Coverage

Blue Carbon Projects
Seagrass and Mangrove Conservation: Continue expanding and protecting blue carbon ecosystems, like mangroves and seagrass, which are excellent at absorbing CO2. Involve local communities in conservation efforts, which can also provide educational tours for tourists.

Coastal Clean-up Drives: Regular beach and ocean clean-up initiatives, involving both locals and tourists, can help protect coastal ecosystems and reduce ocean pollution, indirectly benefiting carbon sequestration.
Reference 5 - 9.19% Coverage

Community Engagement & Education
Sustainable Farming Practices: Promote sustainable agriculture and aquaculture within the local community, reducing emissions from traditional farming methods and supporting local carbon credit generation.

Educational Campaigns: Increase awareness of climate action through workshops, exhibitions, and school programs that teach sustainable living and eco-friendly practices.
Reference 6 - 6.23% Coverage

Incentivize Green Businesses
Subsidies and Tax Breaks: Provide financial incentives to local businesses that adopt green practices, such as switching to renewable energy or reducing waste. This can be paired with awards and certifications to recognize eco-friendly businesses.
Reference 7 - 7.81% Coverage

Digital Tools for Carbon Monitoring
Enhance the Use of the Zero-carbon App: Promote wider adoption of the zero-carbon app, which calculates carbon footprints and facilitates carbon trading. This could be integrated into tourist services, where travellers can get real-time data on their emissions and be encouraged to offset them during their stay.
Reference 8 - 6.25% Coverage

Sustainable Waste Management
Plastic Waste Reduction: Implement stricter policies on plastic use by encouraging reusable products, especially in tourism-heavy areas. Partner with local businesses to offer tourists alternatives, such as reusable water bottles and bamboo straws.
Reference 9 - 5.70% Coverage

Reforestation and Green Spaces
Reforestation Projects: Organize tree-planting initiatives involving tourists, locals, and businesses. Expand urban green spaces, which will not only absorb CO2 but also enhance the appeal of Krabi as a green destination.
Reference 10 - 3.93% Coverage

These suggestions, if implemented, could significantly reduce emissions, foster eco-conscious tourism, and engage the local population in Krabi's net-zero journey.

Results: The Highest Coding by Focus Group Discussion
Raising awareness about net zero carbon goals in Krabi will require context-specific strategies that acknowledge the region's economic reliance on tourism. Educational programs, targeted campaigns, and incentives aligned with economic benefits could be effective in increasing awareness. Further studies on how local perceptions of economic versus environmental benefits affect the community’s attitudes toward net zero carbon initiatives could inform the development of tailored interventions in Krabi and similar regions. The coding and percentage coverage by focus group discussion as follows:

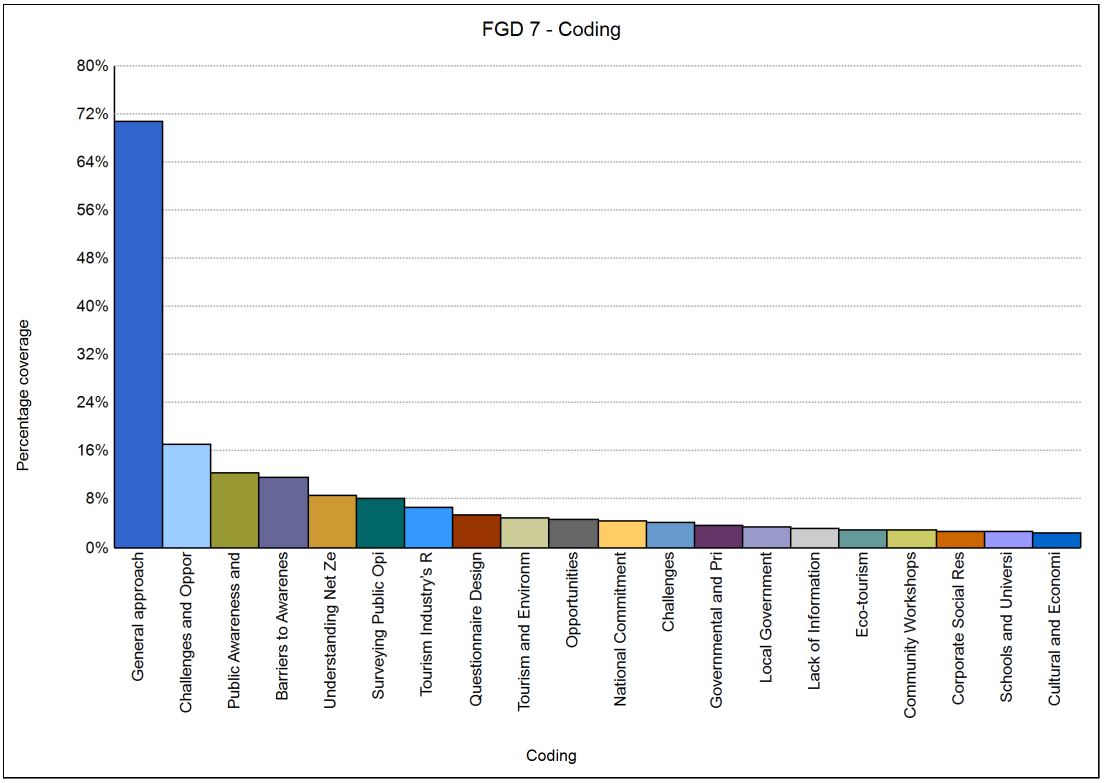

Figure 1.4: Coding by FGD 7

Figure 1.4 shows the coding and percentage coverage by Focus Group 7. The highest coding and percentage coverage by focus group discussion related with general approach, follows by challenges and opportunities for net zero awareness. The lowest coding and percentage coverage by focus group discussion related with cultural and economic factors, follows by schools and universities.

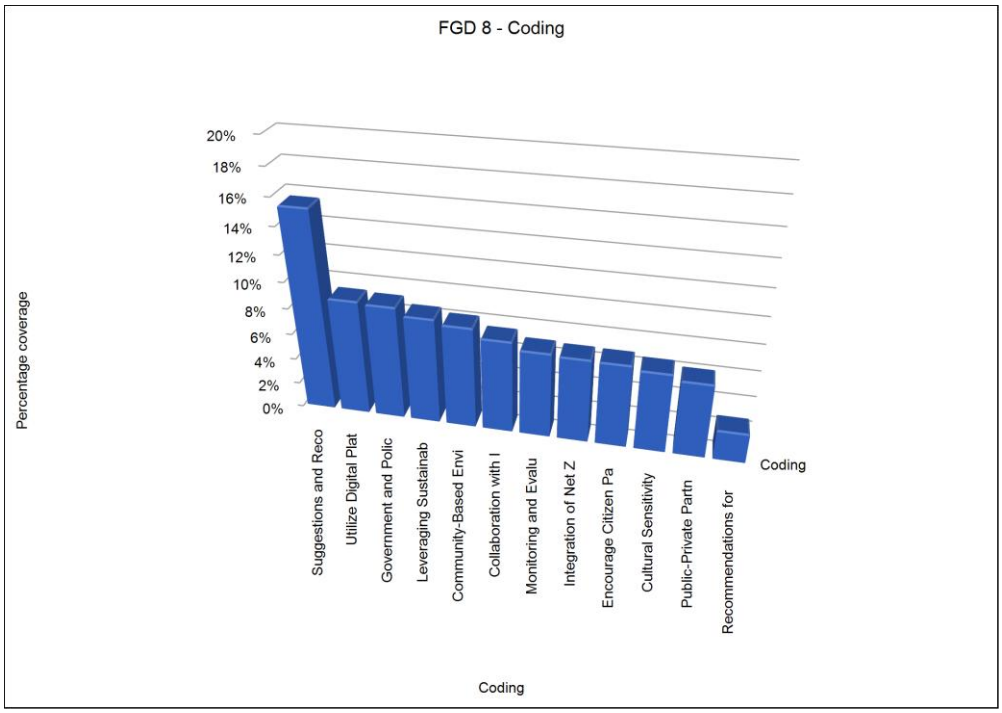

Figure 1.5: Coding by FGD 8

Figure 1.5 shows the coding and percentage coverage by Focus Group 8. The highest coding and percentage coverage by focus group discussion related with suggestions and recommendations for enhancing net carbon zero awareness among people, follows by utilize digital platform for outreach. The lowest coding and percentage coverage by focus group discussion related with recommendations for improvement, follows by Public-Private Partnerships(PPP) for Sustainable Infrastructure.

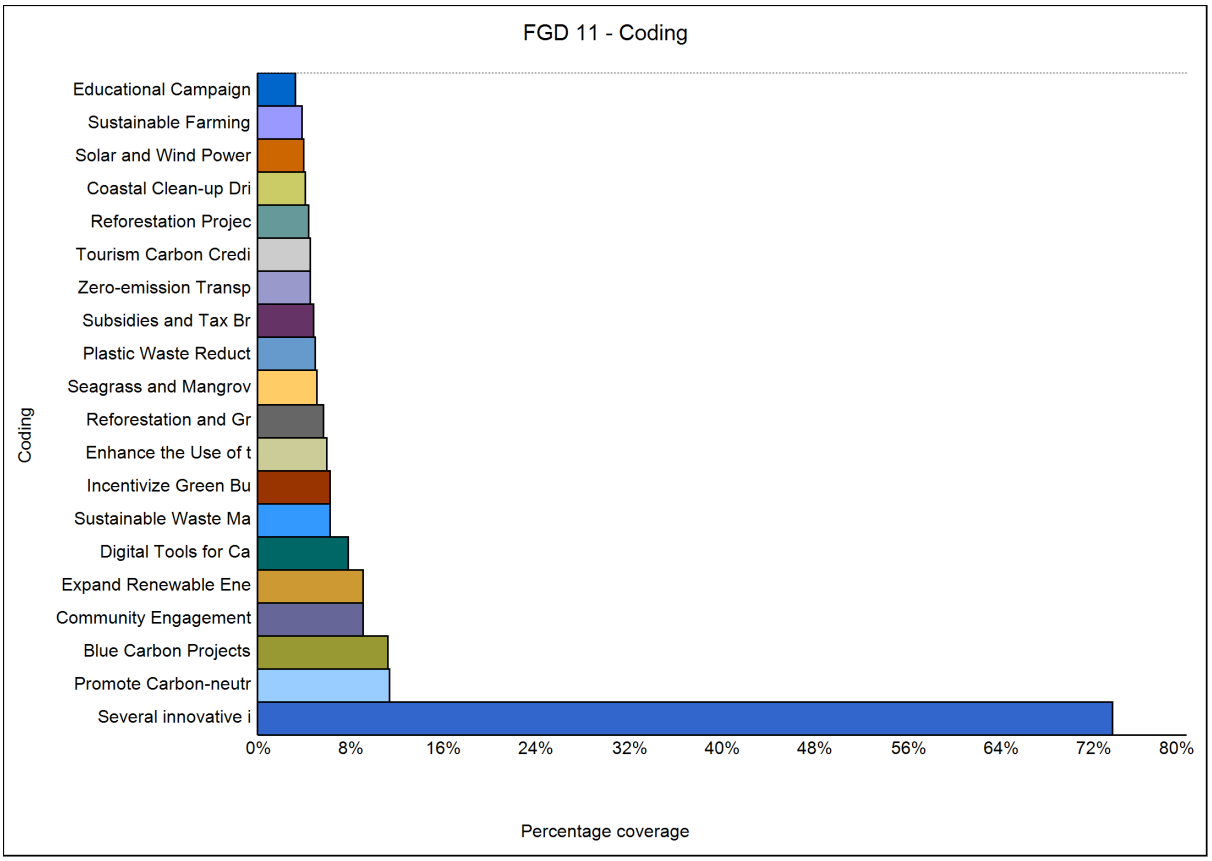

Figure 1.6: Coding by FGD 11

Figure 1.6 shows the coding and percentage coverage by Focus Group 11. The highest coding and percentage coverage by focus group discussion related with Several innovative ideas and suggestion to achieve net-zero carbon goal by 2040 , follows by Promote Carbon-neutral Tourism. The lowest coding and percentage coverage by focus group discussion related with Educational Campaigns, follows by Sustainable Farming Practices.

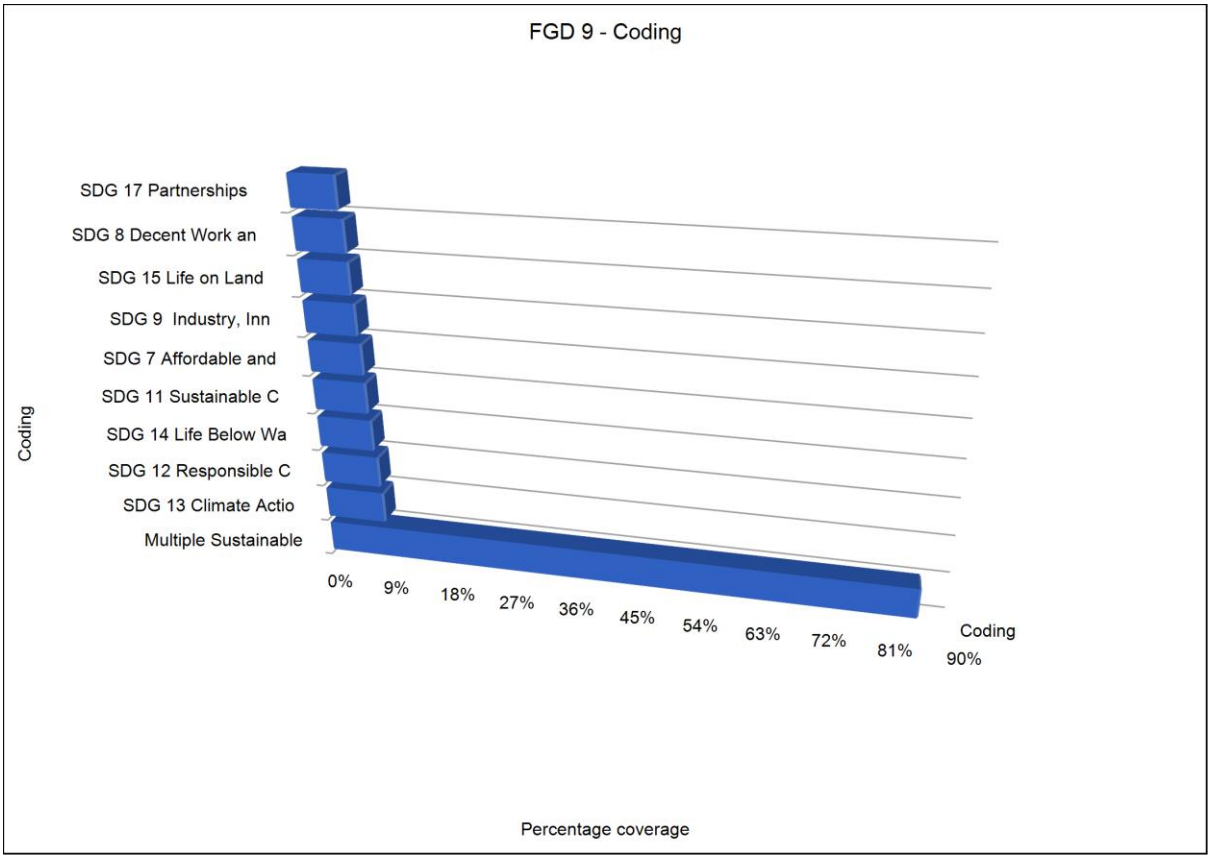

Figure 1.7: Coding by FGD 11

Figure 1.7 shows the coding and percentage coverage by Focus Group 11. The highest coding and percentage coverage by focus group discussion related with Multiple Sustainable Development Goals (SDGs), follows by SDG 13 Climate Action. The lowest coding and percentage coverage by focus group discussion related with SDG 17 Partnerships for the Goals, follows by SDG 8 Decent Work and Economic Growth.

Conclusions

This study indicates that while there is a general awareness of environmental issues among the people of Krabi, the concept of "net carbon zero" remains largely unfamiliar or unclear to a large portion of the population. While residents are more conscious of visible environmental problems, such as pollution and waste, especially linked to tourism, their understanding of carbon emissions and climate change mitigation strategies is limited. Although there is a growing awareness of the importance of sustainability, knowledge and involvement in net carbon zero initiatives are still in the early stages.

The findings underscore the need for enhanced educational outreach and public awareness campaigns to clarify the specific actions necessary to reduce carbon footprints. The study also suggests that local government efforts, including the promotion of renewable energy, sustainable tourism, and better waste management, could play a pivotal role in achieving carbon neutrality. However, economic challenges and infrastructure limitations present significant obstacles that must be addressed.

In conclusion, the study advocates for more focused efforts to educate the community, especially in rural areas, and for increased collaboration among local authorities, businesses, and residents to move toward a net carbon zero future. This approach could not only reduce environmental impacts but also position Krabi as a model for sustainable tourism in Thailand.

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