

The Evolution of Luxury Tourism in Thailand: Trends and Consumer Behavior in the Hotel Industry by 2030

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Abstract: The research talks about the future development of luxury tourism in Thailand amidst evolving trends and behavioral patterns of consumers in the hotel industry. Luxury tourism in Thailand can generate more than 660 billion Baht by 2030, with significant investment expected in the refurbishment and creation of new luxury hotels worth an estimated 90 billion Baht over the three-year period. The research employs qualitative methods, including the undertaking of extensive interviews with 15 tourism professionals, in identifying the key trends that shape the industry. These include the aging population and increasing number of high-income travelers, post-COVID-19 lifestyle change, and climate change. The results have five emerging themes: deepened customer relationships, improved understanding of customers' needs, shared decision-making, responsiveness to change, and continuous co-development. Since tourism is a significant sector in the Thai economy, future growth in luxury tourism has the potential to increase the sector's contribution to the economy from 66% to 80%. Luxury hotels are at the forefront of this expansion, particularly with the growth in luxury travel, which has been characterized by higher demand in locations like Bangkok, Phuket, Koh Samui, and Chiang Mai. This research explores how luxury hotels are responding to these changes by incorporating new technologies, creating distinctive experiences, and rethinking what it means to provide luxury in a post-pandemic world. In the future, the study predicts that the luxury tourism industry in Thailand will be further shaped by an increased emphasis on customization, sustainability, and technological innovation, including AI, big data analytics, and smart tourism. By 2030, Thailand's luxury tourism sector will be more competitive and diversified, driven by both domestic and international investments. This transformation presents both challenges and opportunities to the stakeholders who desire to remain relevant and sustainable in a rapidly changing world.

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I. INTRODUCTION

This research analyzes how the luxury tourism in Thailand will be impacted by studying the trends and customer behavior within the hotel industry. Qualitative research will be used by the researcher to study why the changes take place and how the hotels in Thailand adapt to changes. Luxury tourism is predicted to generate more than 660 billion Baht by 2030. Investment in demolition and rebuilding of new facilities with an estimated budget of 90 billion baht in the next three years is anticipated. The result of the 15 tourism professionals' in-depth interviews from research centers, hotels, resorts, and agencies represents 3 major overall trends that include aging society and penetration of the high purchasing power group, new normal lifestyles after COVID-19, and the climate crisis and cases of the extreme weather. (Liu, 2015). The aggregated anticipated changes can be grouped into 5 broad categories like consciousness in customer relations management, active client awareness, collaboration in decision-makings and value co-creation, agility in change detection, and successive

co-development. Thai tourism has been relishing the growing number of travelers that brought diversified tourism activities. Most visitors have been outsourced to Thailand by governments across the world or warehoused in search of tourism investment and supporting companies to provide infrastructure service. Building and construction material companies will provide infrastructure services, gaining from the investment tactics of state authorities. Since tourism is the major industry of Thailand, all time-consuming and large-budget projects are tourism-related projects according to careful planning to support the country's economy. Luxury tourism trends and changes in Thailand are problems needing research and study because the luxury travel can bring the yield of tourism up from 66% to 80%.

II. OVERVIEW OF LUXURY TOURISM

The wake of the post-global economic crisis seemed to threaten that luxury was ubiquitous; even words like "luxury" were bluntly excluded at hotels. (Liu, 2015). Luxury appeared in a series of magazines, and luxury hotel chains shed

ultimate luxury to bring more historic class and low-key brands. Barockhotel am Dom in Erfurt, Germany built a great renaissance design hotel from a medieval structure in 822 AD. with an 18,000 square foot size. The Ritz Paris hotel rebuilt luxurious details and designs into a diva to be gazed at by the public. St. Petersburg's Hotel Astoria drastically reduced its price to 800 Euro a night. Prominent hotels such as London's Savoy considered telescoping the Plan de Paris into five zones that would extend into California and the eastern seaboard, while hotels like the Crown Jewel in Dubai relied on capital merchants to construct themed hotel experiences. No, luxury in hospitality did not cease to exist. Top hotel brands narrowly redefined luxury and redefined luxury hospitality so that the brand would remain premium in brand status. Naked obstinacy of mind would mean loss of relevance and eventually existence; being luxury was no longer enough in an age of pushing by brands. Competition to be the new luxury was risky, though relevant. The hotel brands responded by redefining their essence and identity far beyond the ubiquitous "nudity" of luxury. What hospitality luxury now remains unclear. Luxury is viewed as an abbreviation of various meanings and of highly selective constructions. The expectation in any event is that luxury makes a mark of exclusiveness. The brands would thus be that singular so that only an extremely narrow set of people would embrace it. A luxury brand is distinct from its lower-cost counterparts in character or type, but the distinction part, using ring of plumb bob, suggests sole brands such as Bugatti by quality in rich perception. The luxury of hotels is also defined very narrowly. There is a special "ultra-luxury" segment created in the hospitality industry relying on property uniqueness, sophisticated value-add for soft service delivery, heavy maintenance and labor-intensive costs, etc. Luxury supply side also marks out its territory multiplicatively. Luxury is "contained" in serviced goods - consumption is therefore fixated with elaborate extravagant skiing resorts in the French Alps or in Rosses in The Fiends; sardonic sports occasions and football packages at the inaugural tourney of stadia; extravagant palatial hotels in palaces by architects and connoisseurs of the Highland transport system in the Caribbean.

III. HISTORICAL CONTEXT OF LUXURY TOURISM IN THAILAND

Thailand is a comparatively small but densely populated Southeast Asian country with over 60 million people. It has been a hub of trans-regional interactions for centuries. There have been three eras of great prosperity in its past: the first in the Sukhothai era (1200-1500), the second in the Ayutthaya and early Rattanakosin eras (1500-1800), and the third in the late Rattanakosin and contemporary era (1800-Present). In each of these periods, the Khmer, Chinese, Malay and Western cultural forces were irrevocably left on the socio-cultural and political life of the Kingdom. Thailand is thus a cultural and social diverseness society wherein one area has differing customs, modes of life, and language from another; wherein food is different in infinite variety from province to province based on seasonally cultivated fresh vegetables, fruits, and spices; wherein there has been an unbroken continuity of tradition in the art form that has been passed

down through centuries; and wherein are to be seen exceptional craftsmanship which is testament to infinite generations of craftsmen skill and patience. (T. King, 2018). Subsidized by successive regimes and funded by foreign patrons, U.P. Muang Boran, the Ancient City, north of Samut Prakan is a conceptual outdoor museum simulating, scaling down in size and remaking past architecture to continue the forms and Siamese state cultural traditions. By doing so, along with Pan-Asian solidification, the Great East-Asian Co-Prosperity Sphere led to national template loyalty and cultural renaissance in the name of "Thai-ness", introducing imagery and performance to literature, art, and ritual. Older than the warm, April-September weather of the season, the Songkran is a cultural turning point of the wheel that represents the turning of the earth in bringing about the new agricultural rise within the Kingdoms. In this case, initiatory rituals calling upon virtue help cast out the profanities of history and played playfully "are you, my wife?" rites seek the blessings of spirits and the sanctification of mundane souls.

IV. CURRENT TRENDS IN LUXURY TOURISM

The luxury tourism market will experience a period of spur growth from 2022 to 2030. The U.S., Canada, and Europe, the traditional big markets, will keep on growing and expanding even larger, together representing over 70% of overall demand in 2030. At the same time, most Asian countries, Latin America, Africa, the Middle East, and Eastern Europe, which were not yet well developed and were considered secondary markets, will develop strongly. Here, China, the largest market for luxury travel already, will grow at a rapid rate with the volume shooting up to virtually four times larger than in 2022. Thailand and Southeast Asian countries collectively will register a double-fold boom, thereby rising to elite level markets by the year 2030. (Liu, 2015). The consumption capacity of luxury tourists is higher than that of mass tourism. In this context, luxury tourists can be divided into two categories: top-end luxury tourists, who have and require super high disposable income and consumption capacity, and other luxury tourists with comparatively lower disposable income and consumption capacity. The wealth and consumption thresholds of tourists of various levels present a stark contrast. Moreover, luxury tourism is also very different from mass tourism. At the level of behavior, luxury tourists manifest their uniqueness in traveling desire, traveling pattern, consumption habits, sensibilities, and tourism experience. Such differences are so distinctive that they become a determining factor in marketing strategies and tourism product prices. The marketing strategies followed in luxury tours are mainly special and need special attention. According to consumption of tourism and pursuit of the luxury concepts of high-end tourists, luxury tourism demand is divided into two camps: matching vacations and sampling vacations. Matching vacations include luxury hotel group trips and contented group trips in package trips in destinations, and the mainstream roll-on demand for some premium semi-fixed price matches consumed quantitatively. Sampling. Vacations refer to randomly sampling novelty and risk-high tourist places by semi-active free transport, with the dissatisfied up-market alternative and consumption value being unusually

high. To create foreign luxury tourists, based on vacancy seasons and the condition that expenditure and occupancy correspondences are continuous, splendor events and modest product improvements become activated at each price segment. These holiday places are priced uniformly stratified.

A. High-End Hotel Developments

In Thailand, a new luxury hotel market has developed in response to overall financial satisfaction. Luxury hotel reservations in Bangkok, Phuket, Koh Samui, and Chiang Mai are currently very high. Some of these luxury hotels have raised their daily room rates due to steady strong demand from luxury travelers. (Liu, 2015). Growth of nearby destinations such as Khao Yai and Cha-Am under this trend is the cause of such an increasing room rate. Nevertheless, overall market conditions of Thai luxury hotels appear rather unstable. Foreign hotel chains are not only competing for luxury hotels, but even local well-known Thai firms or new investors are competing for them. Additionally, a new standard hotel is in construction and needs to be sold in bulk. This aggressive and quick expansion of the size of the market may be detrimental to the future position of Thai luxury hotels. Thailand ranked fourth in the Top 10 luxury travel experience recommendations in 2014 as voted by 150 destination management company, tourism board, and luxury hotel travel professionals. Thailand was estimated to grow tourism revenue to 3 trillion Baht by 2020. Tourism Authority of Thailand Governor expects up to 50 million overseas visitors with a 30% increase in average daily revenue to 5,600 Baht. These statistics confirm the importance of the high-end tourism industry to Thailand. Luxurious hotels as a point of departure for the high-end tourism industry are pivotal in Thai tourism development. There is no doubt that the future of Thailand in upscale tourism hinges considerably on a complete comprehension of this luxury hotel business and its major features, which help to establish the potentiality of upscale hotels, the position of the Thai upscale hotel industry at the current moment, its advantages and disadvantages in terms of competition, and the likely future features. Since the feasibility of the high-end hotel sector in Thailand's tourism sector is high, the objective of this research is to identify key characteristics of high-end hotels that guide a scale to measure the high-end hotel sector. The total size of Thailand's high-end hotel market is estimated by setting the competing firms as high-end hotels. The competitive attributes analysis provides a foundation upon which Thai high-end hotel SWOT analysis can be built. Four sustainability recommendations about this high-end hotel business are provided based on the SWOT analysis. Development recommendations for further research are also suggested.

B. Exclusive Experiences Offered

An increasing demand for personalized to a certain degree of one-of-a-kind and expensive experiences has created a future trend of niche customer experiences that influences popularize nowadays on social media websites. These experiences are mostly components of an "experience economy" rather than a "materialistic economy," such as wellness tourism, nature tourism, and other destination experience immersion, based on state affairs, history, and culture. Nowadays, with evolving customer experience

expectations, the hotel firms typically act as experienced designers and orchestrators. Behind such sets of differentiated experiences there exists a value network of resources among different hotel and service providers that could increase the strategy complexity for hoteliers and intermediaries in Thailand's high-end tourism market who want to compete with international chain hotels. (Liu, 2015). The specially designed high-value experiences, both internal (experience orchestration) and external (partner integration), are identified as a challenge for hoteliers in luxury tourism in Thailand. An on-stage change in the hospitality industry caused by Covid-19 created a boom in empty luxury hotel rooms rented out as serviced apartment-like residential space. The change ultimately exposed an inherent drive driven by a change in the fundamental baseline trait of luxury goods rather than leisure and holiday vacation destinations. Consequently, non-stay and non-play activities (four- or five-star dining) will be the new normal for post-Covid-19 cities worldwide, and new service model adjustments have been made by hotels. Additional challenges for Thai hoteliers in the luxury tourism market would be related to visibility and accessibility, particularly in the context of large internet platforms.

C. Technological Advancements in Luxury Services

Tourism is a fast-paced and competitive global industry, fueled by the entry of transformational and disruptive technologies. All market segments are already leveraging Artificial Intelligence (AI), machine learning, augmented reality, big data analytics, blockchain and information services (IoS), the Internet of Things (IoT), 5G networks, and cloud computing and management. There are emerging technologies, such as drone delivery, that impact service design and performance, along with virtual reality. Spending on these new technologies is now most essential to tourism stakeholders if they are to capitalize on their limitless possibilities and reshape their tourism products and services. New value co-creation channels can now emerge in different and unexpected formats for all tourism stakeholders. Nonetheless, there are challenging issues the industry needs to address in a bid to utilize responsibly the Fourth Industrial Revolution innovations. (Buhalis, 2019). Supplier access and information resulted in direct booking on the top level, disintermediating several traditional players in the tourism distribution chains. Commercialization of the Global Distribution Systems (GDS) promoted the rise of Online Travel Agents (OTAs) and the alternative distribution channels in ticketing and reservation systems. Transparency was increased with numerous review sites, disintermediating the incumbents' reputation and branding monopoly. Market share and profitability of most hotels fell, and others increased their market share on the busy and competitive segments with improved business performance. Mobile phones and smartphones transformed communication and interaction, intermediating the entire decision-making process of travelers as well as daily lives of tourists. Mobile ecosystem products that encompass mobile augmented reality, mobile phones, mobile location-based services, mobile payment systems, mobile augmented virtual reality, and interactive mobile storytelling completely changed the interaction between tourists and places. The development of

smart tourism, which is based on information in real time, assessment and creative control generation using Ambient Intelligence (AmI) technologies, made the industry more capable of communicating, interacting and responding to tourists in real time. More than two-thirds of the 2020 premium travelers are expected to travel to smart destinations.

V. CONSUMER BEHAVIOR IN LUXURY TOURISM

The luxury tourism industry is a high-end and broad spectrum that goes beyond the label "luxury tourism" with its predisposition to concentrate on tawdry commodities and excess, to search for activities that are more personalized, health-oriented and even emotive. Thus, a more appropriate definition would be luxury leisure travel, and its meaning is "tourists with an annual leisure travel budget of 1.5 million or more" and thus includes all types of travel from basic 5-star travel to high-cost space travel. (Liu, 2015). Along with the rising capacity to spend on vacation comes an equivalent release of where, why, when and with whom one may go on holiday. The international consumer public within a growing middle class is burgeoning; but luxury tourism as a targeted market is hardly beginning to establish itself as operators develop products less homogenized in the sense of how presented and more advanced in niche definition and individualization. Two consumer trends will transform the high net worth travel market, not just destination and type of accommodation but outcomes. The increasingly wide passive leisure seeking marketplace is growing with relish. Concerns and a desire to exist in a more sustainable way make providing transformational experiences ever more attractive. Thus, instead of just living life in all its richness, owners will be forced to disguise their property, consciously building increasingly elaborate resorts more deeply rooted in their immediate environments. Deeper types of travel are in the pipeline as elusive rich lucre. Getting to a new five-star tent in East Greenland would mean chartering a helicopter to fly to a 40-minute distance ice fjord. The fare itself is \$10,000; during this journey, the hyper-rich can slumber beneath a dome tent, in 30-foot icebergs. Social media, on the other hand, is creating speculative and ambivalent desires, interests, and experiences. While expanding exponentially, its long-term impact and possibilities remain to be seen. It may create identities as either "fabulously" public or completely anonymous, either of which would be able to promote by providing tours of slums or running welfare schemes. Here, the place of travel and tourism must be scrutinized to figure out what will stick as new behavior and assumption: whether rich people choose to look where they ought to, or if there is a revolution toward the "authentic."

A. Demographic Analysis of Luxury Travelers

Demographic questions were tried: age, state of residence, marital status, job and education levels, and income levels. - Age: Asked the respondents' age as of 2022 to also examine generational differences. - State of Residence: Asked the state where the respondents live. 8 options were given in the questionnaire to cover all regions of the USA. - Marital Status: The participants were given four options to state their marital status: single; divorced or widowed;

married; and in a relationship (engaged). - Job: The participants could choose more than one option from a list of twenty job titles. - Education Level: The participants were given five options to state their level of education from a no college degree to a Doctoral or professional degree. - Family Income: The respondents had to state the family income starting from the lowest point as '\$100,000 and more'. The 69 questions were mostly odd and purely relational. The researcher obtained demographic information first to give a clearer outline of the respondents in the data analysis. 1. Respondents' Age In 2022, 31% of the respondents were aged 25-34, 27% were aged in the bracket of 35-44, 23% in the bracket of 45-54, and the remaining 19% were above 55 years. Overall, respondents were quite young in comparison with the average high-income household in the USA. Niche tourism, as with luxury, brand-aware and highly educated, was more among the younger ones. (Liu, 2015). 2. Where Respondents Live California held the highest percentage in this survey (25%). Second was New York (21%), third was Florida (15%), and Illinois and Texas followed (7%). 18% answered 'Other' states including Arkansas, Hawaii, Minnesota, and Washington, with each state's percentage being less than 5%. 3. Marital Status 63% of the respondents were married, 27% single, and 4% divorced or widowed. 4. Employment The most common titles were Management (44%), Executive (37%), and Marketing (20%).

B. Psychographic Factors Influencing Luxury Choices

Whereas the impact of some demographic and socioeconomic characteristics on luxury hotel expenditure has been extensively researched, that of psychographics primarily has been uninvestigated. Individual variations encompass, amongst others, individuals' personality, motives, values, way of life, and characteristics (Ruan & Xu, 2018). Besides, in the dynamic technological world, the psychographics of luxury tourism consumers, as influential as the psychographics factors themselves, can transform how conventional factors are expressed. Yet, individual values as a psychographic factor, theoretically basing luxury tourism consumption analysis. (Peng et al., 2019), have been neglected in studies. Models and theories need to examine the relationship between personal motives and luxury hotel consumption frequency. It is unknown yet how some personal motives lead to luxury hotel choice and the consequent consumption of luxuries rather than non-luxuries. In view of such gaps, in the field of luxury tourism, the following research questions are followed: What are the individual motives for luxury travel that are linked with high-use frequency luxury hotel consumption? How do luxury tourism motives influence consumer behavior towards luxury hotel consumption? Additionally, the luxury hotel consumption studies mostly remained focused on establishing the antecedents or consequences of consumption, rather than the consumption behavior of hotels. How consumers of luxury hotels search for information before they consume luxury hotels has been underestimated to a great degree. The choices of tourists to stay in luxury hotels remain unknown. Personal values, which beget behavior, are a popular strategy employed to explain consumers' behavior and consumption process. But a suitable theoretical model involving personal values, search behavior, and luxury consumption is needed in

this field. In addition to a conceptual model of explaining the impact between personal values, search behavior, and luxury consumption, questions such as the following are raised: What values lead to luxury hotel searching? What factors from the search behavior impact luxury hotel consumption?

C. *Expectations of Luxury Hotel Guests*

In a focus on the need for quality services, most hotel customers expect hotels to deliver tailored services. (Ángel Ríos Martín et al., 2020). Personalized service no longer means only a bed in the hotel room and food on the table today, but knowledge of customers' additional desires and expectations. All clients want to stay in a hotel where everything will be well-organized as soon as possible after they feel special and unique treatment. (Vo, 2019). After the guests of the luxury hotel reach, the hotel staff should recognize them, receive them personally and offer customized services as per their preference. It means staff activities must be customized. Most of the guests also anticipate their needs to be recalled by the hotel staff and to be reminded of their preferences during their subsequent stays, either in the same or in other locations of the hotels, establishing a special bond. Additionally, a very significant percentage of hotel visitors anticipate hotel staff recalling their needs and preferences and having them automatically met during their subsequent visits. For example, food allergies, bed preferences and celebrity numbers should be on the hotlist of the hotel personnel without the guest uttering them upon check-in or after check-in. It is also well-documented that a photo shoot involving a family vacation or celebrating is an obligatory aspect of luxury hotel customer experience. This is the reason most hotels possess high-quality services with professional photographers. This person is introduced into their lives, which later leads to many memories and sometimes very personal moments being captured by this professional photographer. High social class can best be described in terms of the quality of hotel service, service provided by hotel staff, and customer satisfaction. In the three to fourteen hundred euro a night luxury hotel, the clientele would expect to be offered a suite and not an ordinary room. It also suggests that every aspect of their arrival at the hotel must be perfectly managed. Therefore, they would expect all the processes to be extremely discreet, quick and smooth. For example, when they reach the hotel, they usually expect to be greeted after they have alighted from their taxi or vehicle, and all the baggage has already been taken care of in a timely fashion. Once they have arrived at the reception, they then expect the key or the key card to be prepared for them, the process of registration to have been attended to a degree of detail, and that faults are usually attended to by hotel staff. 6. Global Events' Effect on Luxury Travel. The effect of natural disasters, terrorism, and other disruptive incidents globally on tourism demand is generally severe, generating prolonged slumps. (Zhou, 2022). Because of these incidents, tourist perceptions of affected destinations suddenly change. Recovery of tourism demand after disruptive events involves a better understanding of tourist perceptions of safety and risk. (Campiranon & Scott, 2014). Occupancy levels and Phuket, Thailand revenues, which covered three years indicate steady improvement and recovery of hotel operation for most hotels after the 2004

tsunami disaster. Ownership pattern and hotel rating predict hotel operation following the tsunami tragedy. Tsunami overwhelmingly affected awareness tourism, fear of risk, and perceived safety tourism. Most of the hotels attempted to enhance guest perception in terms of safety by joining the Fund, focusing on regional safety, and then focusing on safety and severe price reductions. Hotel advertising strategies shifted immediately afterwards from message-based discourse to customers' emotions, assurances, safety feelings, and individual experiences of individuals equally victimized by the same tragedies.

D. *Effects of the COVID-19 Pandemic*

The initial effect of the pandemic was the lockdown locally to prevent the spread that had gone out of control. After the end of the lockdown, hotel demand returned strongly for a short while. The new challenges for the tourism industry, however, were the rapid spread and the new variants of COVID-19. (Škare et al., 2021). A post-pandemic review of Thailand's hotel sector by occupancy rate trends revealed a W-shaped curve. There was a drop-in occupancy rate since the latter half of March 2020. When the hotels reopened for bubble travel programs starting mid-September 2020, occupancy was better and had a peak of 40% during early January 2021. Unfortunately, it dropped due to restraints on practices employed by the hotels. But the launch of PCT buy one get one free insurance spurred business activities of hotels in mid-May. Occupancy briefly surged to 60% for a short while. Thailand's vaccination program led the way in driving the recovery of the country. While, delayed till late July so that neighboring Southeast Asian countries may open their tourist spots initially, Thailand's tourism hopes squarely to fell with the spread of the Delta variant. (Campiranon & Scott, 2014). Thailand became the first-time emerging market capital-raising leader in 2020 with four IPOs raising 7.2 billion baht. The number of IPOs declined to a mere one, raising 370 million baht in 2022. Vietnam was second for the first time, with the number of IPOs declining to three, with proceeds worth USD 1.7 billion. Total IPO size from Thailand value accounts for 3% of the total APAC, trailed by Indonesia (2%) and the Philippines (2%). From the other side, from the perspective of the Thai tourism, the world pandemic caused a sudden drop in visits of long-haul tourists and an increase in the absence of returning flights. With most of the hotels seeing occupancy levels falling below 30%, more than 50% of the entire hotels were shut down. Even though the global economic times had improved, Thailand's future of the tourism industry was uncertain relative to other Asian rivals.

E. *Changing Travel Patterns Post-Pandemic*

The pandemic of COVID-19 has changed the business operation and travel trend of global communities significantly. The requirement of social distancing and travel bans amidst the pandemic shut down the hospitality and tourism industry entirely. The world nations had to seek alternative sources of revenue. However, lockdown and the subsequent travel ban brought the entire industry to a grinding halt. (Rittichainuwat et al., 2020). After the global pandemic, there were new travel patterns and a lifestyle in the form of 'new normal' that is now considered a lifestyle for most people across the globe. This lifestyle was used to encourage the revival of tourism,

bringing about a resultant need for the exploration of the future of tourism and travel businesses. (Shin et al., 2022). The pandemic has changed travel behavior, reshaped the travel experience, and interrupted or accelerated destination selection processes, leisure travel, and business travel. To prevent COVID-19 from spreading, the world has adapted to a low-touch economy and lifestyle. The activity, mobility, and socialization restrictions have caused steep drops and total halts of unprecedented scale for numerous industries, most notably tourism, travel, hospitality, air travel, aviation, and mass transportation. These sectors that comprised millions of businesses in traditional and high-touch industries suffered historic failures and losses due to unprecedented changes in behavioral and mobility patterns in a coupled, modern, and highly connected world. Sudden digitization of travel experiences, businesses, and products during changing consumer demands, assumptions, and expectations has, however, emerged as a key feature. There are several variables that influenced pre-pandemic travel behavior or willingness to travel and reflected sophistication among travel types. Although COVID-19 affected overall leisure and business travel behavior and desire, the severity differed according to the nature of travel purpose. Moreover, although traveler touchpoints, activities, or experiences that travelers partake in were greatly reduced amid the pandemic, there remained travel interest momentum. Thus, further research was conducted on what kinds of travel experiences travelers would engage in as soon as travel restrictions were eased. It transpired that the fields of consideration of travel experiences went much further than travel types that are near to those pre-pandemics. Consideration of numerous travel types and trends was also formed, such as wellness travel and nomadic, adaptive, or transformed travel.

VI. SUSTAINABILITY IN LUXURY TOURISM

Sustainability in Luxury Tourism and Hotel Strategy. Currently, the world is evolving at a rapid and continuous rate. With everything starting to be cheapened, the luxury industry has been affected considerably. But despite the price having been cheapened, tourism is still most welcomed because it is seen as escapism and relaxation. Even in the luxury industry, the owners of hotels are striving to be "green" for long-term survival and dominance. A few of the examples are corporate social responsibility and issues which became entwined with luxury companies. The travel industry was affected adversely earlier as the weather changed the pattern of tourism. Even now that recovery is happening, individuals' attitudes, palates, and opinions have changed and there are concerns over luxury tourism in Thailand. Second, where do customers stand in luxury hotels in 2030, and will the luxury hotel business be the same? Instead of asking how to fit in with new tastes, some indications outside the confines of hospitality must be sent for hotels' long-term behaviors. Sustainability is one issue that has been brought forth more emphatically with the advancement of time specifically as the climate crisis reaches peak points. Not only is it affecting the right side of luxury hotels, but it is also driving them to put emphasis on transformation. There is not much work done on sustainability in luxury hotels regarding consumer behavior, so insight needs to be created to understand consumer

behavior and insights. Most important is the understanding of how sustainability affects luxury hospitality decision and brand image in relation to digitalization, technology trends, and attitudes of travelers. The primary aim is to obtain a greater extent of insight into how the influence of sustainability on stay intention among luxury hotels in Thailand, as well as the impact of brand image on stay intention and luxury harm perceptions, works. In tourism, hotels are a key factor in providing tourists with the services and experiences they need to enjoy and treasure their time. While Thailand has luxury hotels extensively, not much is known about customers' behavior towards them. Through the greater insight that allows hotel managers to receive strategic counsel, it can lead to remaining popular in Thailand by knowing the attitudes of tourists towards luxury hotels in relation to sustainability regarding environmentally sound operations. Improved business practices can be accounted for in improved relations and customer loyalty with consumers, bringing firms to greater heights.

A. Eco-Friendly Practices in Luxury Hotels

Growing consumer awareness and customer demands for eco-friendly processes motivated the luxury hotels in Thailand to adopt numerous green practices. Word-of-mouth communication, positive images, and even recommendations to customers, a green luxury hotel would be able to gain its market share by having environmentally friendly processes. Thai luxury hotel sector is one of the largest parts of the tourism sector; thus, environmental initiatives in the sector can help the country to maintain its competitiveness in the world market as a tourist destination. The aim of this chapter is to present dynamics and reactions of luxury hotel tourists towards environmentally friendly activities. Tourism also helps greatly in the world's economy through wealth creation and job creation. Luxury tourism has also grown over the last ten years because affluent people and families have been investing their riches in tangible goods, good things, and indulgent experiences. Excessive spending on luxurious accommodations and other luxuries is part of the luxury tourism sector with enhanced rated expectancy of quality and experience. Thailand receives the largest number of tourists from any Southeast Asian nation. The Thai luxury hotel sector witnessed phenomenal growth in the last ten years with the entry of various international brands launching new properties. Thailand's luxury hotels have redefined luxury each time to stay afloat in a highly competitive industry. Developing as eco-luxury hotels could be a new method of establishing market competitiveness. Hence, green practices attitudes and dynamics of consumers of luxury hotels have been examined in a bid to close the gap in research. The most prominent definitions of sustainability reflect a state of balance in human-nature relationships or society. To be more precise on the operation definition, the definitions will be reworded. Sustainability is the management of resources to meet current human needs without compromising future generations' ability to meet their own needs. There is a need that tourism is promoted in a way that environmental conservation, ethical conduct, host community, and regulated by the authorities concerned are guaranteed. The interrelations between these concepts are seen to promote the idea of sustainable development as a mechanism towards

environmental equilibrium, social justice, and economic viability.

B. Consumer Demand for Sustainable Luxury

Luxury travel is more linked to nature and sustainability than ever. There are fewer tourists who consider sustainable practices as something which has already been factored into the luxurious activities they have already paid for after making bookings on hotels, restaurants, museums, or grounds. Now, when consumers are considering taking a luxury consumer vacation to someplace, they start questioning what the hotel is doing to become more sustainable or what the destination is doing to conserve nature or the environment to prevent it from being destroyed by human-made products. It has become a common thing for most luxury consumers to notice that there are sustainable practices being undertaken by service agencies. It is advisable that hotel organizations give due consideration to the right way in which luxury green marketing is addressed. In an environment comprising the same service as similar brands, superior qualities need to be determined. For the hotel firms, the moment has arrived to shift to the needs of the consumers and treat the guests as if they are the *crème de la crème* for themselves by merely walking them to the boundary of luxury were luxury merges with nature. (Batra, 2015). Consumers of hotel firms by the year 2030 will demand luxury hotel firms to provide more sustainable facilities and services. There exist some examples of brands: hotels which possess solar energy that heats water for travelers and displays respectfulness at the same time; hotels which are built underground in a manner that the buildings do not intrude into nature and do not destroy the scenery's beauty; hotels which are naturalistic in design; hotels which move humans only by electric vehicles; and even more hotels which possess a plastic-free mechanism by not providing plastic water bottles and plastic cups. Most of the brands producing sustainable products have people using them as status because the people had been covered under the sustainability for the nature policy, and they want the same for luxurious brands to be noticed. Secondly, at present customers are providing word of mouth and feedback about the sustainable luxury that they experienced, and they like to complete the brands that they have not used yet by continuing the green practice. (B Aday & V Phelan, 2011).8. Future Projections for Luxury Tourism in Thailand. Thailand is the leading tourist destination for the Southeast Asia region and is the present 9th most visited destination in the world. Determinants contributing to the increase in inbound tourist visits into Thailand are affordable and quality of food and drinks, entertainment, options of transportation, safety and security, and good tourism infrastructure. Awareness and image of destination competitors, such as Malaysia, Hong Kong, Vietnam, and Singapore, were the determinants of discouraging travel intention to Thailand (Lertpipat Luther, 2015). Besides that, the other key factor contributing to the growth of Thai outbound tourism to competition destinations is the development status of countries such as Malaysia, South Korea, Singapore, and Japan, as well as the mid- to long-term plan for lifting service quality and security at tourist sites. Changes in the demographic structure of the population of Thailand also impact the demand and supply of tourism in Thailand. On the demand side, the changes are the

growth of different tourist industries and other related authorities' investments in promoting tourism in Thailand. However, for the demand side, there are threats of local tour operators and travel agents taking proactive measures promoting visits to other destinations. Moreover, additional research should be carried out on domestic road transportation in Thailand, outbound travel from Thailand, tour trips made by tours organized by local travel agents, and studies carried out on more specific destination characteristics. The Cabinet endorsed the master plan for the promotion of tourism in Thailand in 1999, which assigned project implementation to the Ministry of Tourism and Sport. The policy goal is to promote Thailand with a family-friendly image and manage tourism in Thailand. Although the government recently concentrated on the family-friendly tourism sector, there is still uneven allocation and distribution of resources for tourist promotion. Most tourism promotion resources are being directed to Bangkok and nearby provinces. There is a larger demand for rural cultural tourism and rural infrastructure development to support the wider family-oriented tourist market. The government can also encourage private agencies, such as travel agents and hotels, to provide family-oriented travel packages in rural regions, as well as setting up childcare centers and facilities.

C. Market Growth Predictions by 2030

The luxury tourism industry has shifted to a more central role on the global stage, as well as a wider variety of products partitioning its stake. From the initial focus on international carriers, luxury brand name hotels, celebrity chef-owned fine-dining or upscale shopping malls to diversified product mix spread across trademarked accommodation groups, mid-range hotel development, upscale dining balanced with multi-F&B outlets, halal accredited outlets, lifestyle resorts, theme parks, and in-cooked shopping sites. (Hassan, 2008). All these are products that have moved new customers from the older generations catering to only the very affluent to the younger generations catering to mass affluent, premium product versus sky premium. Globally, all sources opined that Asia itself, with the participation of China and luxury giving architects from Singapore and Hong Kong, will be the wealthiest region of the globe by 2030 providing opportunities to the travel & tourism, hotel management, shopping malls. This report will focus on Thailand, the number one Asia travel destination in hospitality, with more varied attractions than nearby China, Malaysia, and Indonesia. A national budget of approximately US\$136 million will drive the tourism sector to guarantee at least 175% increases in the increasing cost of tourism. Meanwhile several of the most important luxury industry players like The Ritz-Carlton, W, or Four Seasons have already made purchases/green-field developments in the pipeline, sending very strong signals of demand and growth. Luxury hotel demand was down in 2009 and allegedly hit bottom it should grow in middle single to high double digits outside of Asia globally in the next five to ten years. Increases in rates will be phased by location varying widely by regions up to 25% for some of the most sought-after locations in Asia. There should also be Challenger brand shifts in branding approaches and asset portfolio mix up because existing competitors have immensely set the benchmark in the market.

D. Emerging Destinations in Thailand

Over two decades from 2010, luxury travel, including leisure and business travel, has been one of the fastest growing sectors of the travel industry. International Luxe Travel has grown by an estimated 10 percent to 15 percent a year since 1990. Travel for MICE or business purposes increased at about the same rate. With strong economic growth, rising incomes, and spread of prosperity to millions more people, non-traditional countries for travel are discovering and learning to use travel. As international major global carriers and local airlines open new routes, particularly to emerging nations, travel to new destinations becomes feasible and even convenient for travel-from-anywhere, irrespective of distance. (Hassan, 2008). New luxury travel hotspots in the world range from the expected such as Dubai, Abu Dhabi, and the Maldives to the surprising such as Bhutan and Vietnam. Each has its own strengths, capabilities, and products. Brands' introduction is quite early in the process. Brands were hired to operate new hotels, resorts, or lodges in new places, and famous brands looked for expansion or new ventures to newer, upcoming destinations. Thailand's position among the most popular tourist destinations and air accessibility and hospitality remained the key determinants of success in this emerging market. Thailand has always been an ultimate holiday resort, from the Vietnam War veterans seeking affordable living and nightlife to honeymooners and retirees seeking romantic and exotic getaways. (T. King, 2018). Currently, Thailand comes in second only to Dubai for Five Star hotels and more Seven Star hotels, of which the most talked-about is one owned by Seven Stars Hospitality. Foreign casinos and clubs as well as noble class openings are also on the rise.

E. Potential Challenges Ahead

Hospitality and tourism are one of the largest, growing industries in the market currently. No matter how much they spend, travelers will always opt for the best and most luxurious establishments. (Tania Kapiki, 2012). Branded residences, five-star hotels, and private luxurious aviation services are also gaining popularity very fast. The generating demanding luxurious tourism continues to grow with the booming economies of most countries. Nevertheless, there are some concerns to be taken into consideration. Hotel room capacity in the luxury tourism sector is getting oversupplied. Investments made over the past few years could take a few years before being fully reflected on the market, generating more competition. New players offering demands and injecting investments into active tourism markets are shifting the focus to neighboring countries. Thai upscale hotels, particularly Bangkok, are going to be tested by competition as more world-class luxury hotel chains arrive to increase the options and build properties in Myanmar, Lao, and Cambodian nations. When looking into the future of an industry's success, the risk of overconfidence is highest. Therefore, to remain ahead of the competitors, the focus must remain on selecting marketing channels correctly, active monitoring of competitor actions, correctly applying innovations with respect to the hotel company's target, preventing imitators from entering to gain benefit from innovations, and constantly tracking technological innovations being implemented by the competitors. Lastly

and equally important is studies and research on more sophisticated consumption patterns. Thailand luxury hospitality can continue to have its superlative attraction in 2030 if the hospitality industry scrutinizes, studies, and works to pre-empt any likely challenges to most kind and luxury hotels. Despite a deep sense of uncertainty, high confidence can largely be based on easily unforeseeable monetary and market parameters developments. The opportunity in, say, hospitality businesses managing adversity in ignorance of unexpected but low-cost catastrophes will also provide an opportunity to large and well-resourced hotels.

VII. SUCCESSFUL LUXURY HOTEL CASE STUDIES

Following on from the previous chapter, it is easy to see that Thailand's luxury hotels and resorts offer reasonable diversity of character and atmosphere from chic contemporary hotels to traditional Thai luxury property. 1.132 Thai Luxury Pillows - The Siam Hotel, Bangkok On the Chao Phraya River in the green gardens of the royal Dusit area, the Siam Hotel, Bangkok is designed as an exclusive private residence. The hotel's in-house design team has an energetic response to pairing the decorative collective culture of Thailand's golden era with conventional modernist style, a bright and unique theme that runs all over the property. To remain in this city, a hideaway hotel is to enjoy the year-round sunlit outdoor swimming pool or tropical riverfront gardens or other facilities like the grand library, spa & wellness center, tennis court. The Siam also offers varied fine dining restaurants from the neighborhood to high-end cuisine. (M. Braun, 2017). It would not be exaggerating to generalize as "one of the finest luxury hotels in the world." Every detail in the whole property is unique. 1.233 Landmark Sites - Mandarin Oriental, Bangkok on the banks of historic Chao Phraya River, Mandarin Oriental Hotel is a meticulously well-preserved jewel of Bangkok and is blessed with the Oriental Hotel dateline. One of the best high tea venues to enjoy in the city is one of the lounges that is newly restored. The lobby area where dining happens, past the main entrance, is cooled with fresh flowers in addition to sunlight filtering through spaces between the latticed wooden windows. Each of the several dining venues, ranging from light lunch to full Thai cuisine, can provide first-class experience. This hotel captures Thailand's cultural and heritage sensitivity's spirit in its glorious long history. The crew is eager but friendly. Or maybe it's the only Southeast Asian hotel which has a cooking school as a home, of high standards yet not exclusive.

A. Innovative Luxury Hotel Brands

The luxury hotel market is being ruled by new entrants. Some international agencies are implementing different new strategies in the expansion or development market. The city hotel revolution is underway in all cities across the globe based on technological development and refurbishment. Multibillion investments and efforts are being made in historic and monumental cities such as Bangkok, Florence, Bruges, Istanbul, Yehuda, and Paris to renovate grand hotels. A corporate revolution is being initiated in metropolitan hotels as evident in the remodeling of a former dance hall or cinema structure in Cordoba into a five-star deluxe hotel,

whereas an experience not to forget comes into existence in the Darling Harbor aquarium in Australia. (M. Braun, 2017). Boutique brands are also moving into Bangkok's luxury hotel sector with the allure of lifestyle locations. There is an acceleration of the ownership shift of certain luxury hotels, especially in Thailand's key cities, attracting international strategic investors to fund hotel refurbishments or repositioning hotels in the market. 20 projects will mature within the next two years, and more than 60 projects will be up for consideration in the next ten years. Seeking out products and experiences that overlap with the taste or personality of the guest, hotels need to hear each individual guest on a deeper level, get to know his or her reason for travel, likes and dislikes, and have signatures which attract those guests uniquely. Various niche brands are spreading geographically. A luxury hotel brand is creating one for couples. There has been the creation of new positions and duties in each hotel, resulting in a weekend activity of preparing for the guests and sharing the team observations with each other about the guests that they will be serving. There have been some face-to-face interviews with guests about their holiday wishes as compared to previously. Holiday and vacation homes in prime locations are being utilized for exclusive vacation experiences with private butler service or onboard yacht dining experiences. Other giants also offer top-of-the-line synergies with private villas with butler service. The larger hotels are further extending purchases with anticipated hotel lifecycles to be pushed out to 25 years by large hotels in certain locations. Most of the hotel businesses are spending more out in developed economies where expansion has matured while emerging economies are being grown where they currently have no brand presence and operating model. Most executives expect to see competitors from technology companies develop horizontal plans to create cross-industry products and services that address the consumers' travel behavior. Further innovations made to operating practices or brand loyalty schemes, especially on new brands coming up, are expected, though hardly anyone considers a third-party loyalty scheme. Further innovation expected is more constrained property brands that further utilize free-standing brands, retrofitting traditional brands, and more subdued brands.

B. Unique Selling Propositions of Top Hotels

This section compares the distinctive selling points of five hotels based on the qualitative study audiences projecting the hotel industry in Thailand until 2030. Comparing the case hotel and benchmark hotel's distinctive selling points up to this point, most case hotels and benchmark hotels aim to provide health and wellness services and a hotel to visit for high-end tourists. But there is a difference in that most case hotels seek to have the best wellness retreats and spa treatments, whereas others benchmark hotels seek to provide edited experiences. The concept of the first selling point is that hotel products such as health and wellness services are increasingly being viewed as essential drivers attracting target consumers. Therefore, many wellness hotels in Bangkok are bound to be developed. Forward-thinking Wellness Hotels need to be model best practice examples. They are premium Digital Content brands generating premium guest interaction, which can be a case study. To have

this unique selling proposition in the future, there should be preparation by a hotel of health-improving wellness products, authentic activities, facilities, cultural/fun elements, and outputs. The novelty of this selling proposition in Thailand is that the Banyan Tree Group in Thailand is the leading luxury Wellness hotel brand. This implies that in the current case hotels have the potential of this selling proposition to stay in consumer minds in the future over other competing hotels. For the competing hotels, the Six Senses Hotel Resort Spa is most renowned for its wellness offering. But it is regarded as the second-mover position and can be deprived of the superiority of being first in this field. (Ángel Ríos Martín et al., 2020).

VIII. ROLE OF DIGITAL MARKETING IN LUXURY TOURISM

Digital Marketing (DM) is gradual change and development of information and data which include broadcast in a digital form. Another definition is the promotion of products and services by means of digital media and tools. This includes digital radio, television, advertising and marketing on social media over the past decades, there have been rapid changes and change in the technology and tourism industry of Sri Lanka. The travel and tourism industry are very sensitive to the change in lifestyle and economic status. Both the public and the tourism industry are benefiting from this advantage of technology. There are many people using gadgets and mobile devices to search for information, to book tickets, and hotel reservations. This rapid shift must be used to gain a competitive edge in the tourism industry as well. This digitization process and implementation would be the first step towards success in tourism in any part of the globe. (Fathima Nuskiya, 2018). Tourism is an industry that deals with various customer support and needs. Tourism is the world's largest industry, and traveling is an inspiring and refreshing business. The development of one requires the development of another. In the last few years, if well interpreted, the digitalization of the tourism industry would lead to tentative economic growth. Most locations of the world are advised effort and attention be given care to be within the global competitive scenario. Tour industry is one sector where it deals with various customer supports and one needs to study about it from within and make efforts to understand the activity of digitization in growth and development in tour industry. Life in the modern time is based on technology. The world and emerging world, even Sri Lanka, are spending increasingly more time using electronic gadgets and the innovation, and innovations with technology have kept pace equally quick to satisfy consumer needs. Even more people are using and adapting wireless gadgets and devices. Hotel details, visa, reservation, rental vehicle, itinerary, and any other kind of transportation are achieved through digitization.

A. Online Presence and Branding

As IT continues to evolve, it is possible to conduct sales and bookings via internet channel, introduce new technologies into hotel business processes, create awareness among consumers, and give a written mode of WOMM on SM websites. This emerging capability offers an opportunity

for hotels to re-engineer their strategies as well as the feedback left by consumers over the internet. (I Dinçer et al., 2016). Different target groups have different habits, and the appropriate communication channels need to be prioritized. The global luxury market is expected to increase to 334 billion euros by 2030 due to a post-COVID-19 Chinese luxury sales boom. Global markets are reopening, and tourists are again resorting to luxury consumption. As online shopping leads the world in growth and sales, brands are supposed to be more high-end regarding luxury code, with digitalization topping the agenda for luxury groups. The pandemic slowed competition in the luxury industry but could not stop it. At the forefront of the recovery is the Asian market, led by China, whose youngest consumers are shaping new luxury behaviors. With a predicted average growth of between 5 and 10% per year, the global luxury market can surpass 331 billion euros by 2030. 98% of the sales growth in 2023 will be attributable to the recovery in international tourism and the luxury hotel industry, with more moderate growth rates up to 2030. The recovery is seen in all price ranges, but the growth is primarily at high luxury goods, with full-price sales recovering faster than sale sales. Luxury travel is also booming with a 94% increase in bookings, but the cost of this sector has been widely diluted in comparison to businesses in other sectors.

B. Influencer Marketing in Luxury Travel

The global influencer marketing market is expected to hit \$25 billion by 2025. While influencer marketing is seen as a recent development by some marketers, it has been around since human beings started giving advice on products, services or experiences. Historians argue that influencer marketing traces its roots to ancient times when sponsors hired endorsements in the form of word of mouth from philosophers and religious leaders. The origin of modern influencer marketing is linked to the emergence of social media platforms that open doors to any individual, regardless of income or status, to become an influencer. Today, there are over 12 million influencers globally who on average have 1,000-100,000 followers on their social media channels. Based on the number of followers, influencers can either be micro-influencers (1k-1M followers) or macro-influencers (1M+ followers). For promotion, influencer marketing ranks among the best marketing tools in hospitality and travel sectors. (Javits, 2019). With social media platforms splintering the experience and engagement they offer, travel destinations and travel brands fashion their influencer marketing to harness the unique features of each site. Instagram is the top travel influencer platform due to the image-centric character of the platform and its visually evocative power. Travel is always a visual experience in the form of stunning landscapes, obvious hospitality offerings and lively cultural and culinary activities that are the best chance to capture with the camera. Secondly, Instagram is an ideal site to show a highly edited destination image and branding as the platform allows offices or brands to accentuate some main differentiating features of a destination. The most common experience types promoted by influencers on this channel are accommodation experiences, adventure experiences, natural landscape attractions, culture and heritage attractions, local food and beverage experiences,

wildlife encounters, and wellness experiences. These experiences are typically combined into an itinerary story that builds an integrated travel experience, strengthening the image of the destination and making it desirable for consumption. In the last couple of years, TikTok has been becoming even more popular among travel influencers to use bite-sized content to connect with a growing audience due to the unique format of the channel, conveying spontaneity, and evocativeness. Travel experience video snippets with beautiful cinematography and storytelling made up the content of TikTok. Being a new influencer marketing player, brands and destinations keep trying learn and innovate influencer marketing strategies. The hospitality industry has been very slow to embrace TikTok as a marketing platform because high order-image narratives and conservation value do not feature on the platform often. These obstacles may not hold back the increasing rise of TikTok as a marketing platform because more players are promoting innovative endeavors.

IX. CULTURAL INFLUENCES ON LUXURY TOURISM

"The Land of Smiles" is dreamy in the atmosphere. The wonderful elegance is voiced by nature, ancient landmarks, temples, cultural heritage, and pleasantness, euphoria, and beauty, and friendly and polite manners. The customer service is identical to the concept of Thai smiling hospitality, which is unmatched and uncopyable. Kowit Krongthong is the first King Rama of the Chakri dynasty. He provides immense significance to the royal parks, gardens, and open garden spaces in the heart of Bangkok that allow all the citizens to design the world of dreams with dense shady components, mythical granite mountain flora, and liquid mirror beauty of lakes. All these green management techniques prevent the city planning from changing the geographical landscape of calming beauty. As a sleepover becomes an architectural space humming with units of space, it opens inward in a series of connected, dark-sealed shapes, the tunnel, moving through cold and warm air. Thailand under great wise kings, who lay great emphasis upon the distinctive natural features of Chao Phraya River, providing the landmark and land of the Thai people of the past, builds the Kingdom of Thailand. There is formed a foundation of systematic environmental and land use in the natural form of residential space, landmark, canals, riverside, government space, and simultaneously a commercial center, and main working space. Happiness comes from serene living. The architectural improvement transforms after the beginning of the 20th century with Thai modern architecture responding to Western modeling. The lost grace of the past with its sublime, lovely, precise, and elegant styles occur in natural and man-made environments. There has been an aspiration to rebuild the shared elegance of tourism with hospitality. Joy is in watching each design element along the path of travel resonate with nature both vertically and theatrically. Each space, which could house with a sense of place, should wrap with poured-in concrete like the Catholic cathedrals making exquisite lights and shadows. Soft natural materials, which can provide an organic and earthy ambiance, need to be used to provide an atmosphere of quietness and calmness. Craftsmanship

dedication is needed to achieve a lasting beauty. Lastly, air conditioning is needed to maintain a refined environment. (Lertpipat Luther, 2015).

A. Integration of Thai Culture in Luxury Experiences

Hospitality is a service-led, people-centered industry. Its performance is felt on the national economies, as well as socio-economic circumstances, in a country. Creation of wealth, lifestyle, expectation, need for goods and services, and purchasing behavior patterns are different in various parts of the world. The industry thus stands committed to come up with new generation luxury goods to cater to the continuously evolving and diversified requirements of the customers. The new luxury products must be substantial, unique, and deliver exciting experiences. The items must reflect the heritage, tradition, and culture of a place and attract and appeal to local and international high-end customers and value-add services, luxury, and premium goods available in urban and metropolitan locations. In recent years, experiences reflecting and representing some of the cultural attributes and heritage are in more demand by residents and global luxury travelers. Development, growth, or molding of such intellectual, cultural, and heritage-focused tourist products is referred to as culture-based luxury tourism. Thai culture-based luxury tourism can be described as high-end experiences replicating or replicating native Thai culture. Local culture is the lifestyle, belief, and values encompassing rituals, traditions, skills, arts, buildings, Thai communities, modes of life, food, and way of life. Thai culture-based luxury tourism can be sustainable and lucrative because distinctive heritage sites can generate revenue for people who reside in villages, towns, and cities surrounding such sites. Locals have the potential to become hosts, narrators, and custodians of their heritage and culture. Having gained professional competence through ancestors, local people can also become service providers who possess peculiar lifestyles, customs, and culture.

B. Cultural Sensitivity in Marketing Luxury Tourism

In marketing the tourism industries in Thailand and in most other countries, there is a necessity to create marketing plans that are appropriate for them in their culture for selling the tourism industries as effectively and successfully as possible. To know nations, have their own language, customs, beliefs, manner of doing business, and lifestyle. In fact, Thailand is a country of beauty with special cultural traditions like the Songkran Festival, Loy Krathong Festival, Thai New Year Festival, and other special festivals celebrated in respective provinces. Overall, the spin of promotion to sell is to stimulate international tourists' interest to hear as much as information as possible about Thailand's cultural traditions and ultimately influence them to visit. In so doing, part of the culture-sensitive methods through which an individual can engage includes setting the tourism business schedule, adjusting fee charges, setting arrangements on respective desired areas and things to note with respect to Thai culture practices, and partnership with bigger firms undertaking international tourism business. For tourist travel from China to Thailand, multinational firms can be chosen as collaborators based on their productive, effective, and technologically advanced marketing systems. Besides this, online marketing strategies can be employed for

advertisements of tourist travel to China as a monolith and one marketplace with an array of tourists having consuming capacities. Tourism from China requires trust and cooperation between several countries. Thai businesses, Thailand's government, transportation authorities, and tourism authorities will contact each other in persuading China's government to open to Chinese tourists, and in the meantime Thai businesses must take the initiative to publish promotion information of Thailand, e.g., places, foods, culture, entertainment, etc. (Liu, 2015). This information can be effectively spread by promoting it on websites. (Boonying, 2018).

X. CONCLUSION

Luxury tourism continues to evolve as new destinations open and there is a change in behavior of luxury travelers. With destinations emerging as the priorities over the properties themselves for luxury travelers, they are seeking fresh ways to engage with visitors. Destination marketing organizations are focusing on integrating, upgrading and marketing the destination experience by using different approaches. Smart tourism is also becoming an option for more integrated engagement, through the coordination of the interests of destination management organizations, hotels, and economic development agencies. Emerging technologies will allow hotels and destinations to co-create experiences interactively with visitors, as in hotels like Faena Miami Beach and Auberge du Soleil. There will be luxury nesting hotels, acting on trends within industry by placing emphasis on private access to adjacent hotels. (Tania Kapiki, 2012). Thai luxury hotels will offer gastronomic experiences with a focus on food because of gastronomic tourism's boom. On-going food networks mean that culinary focus on rural towns' food will be equally present, for instance, in street food in Hua Hin. "Overnight tourism" experience will be offered off-site from areas of high tourist density, and it will be characterized by thought-provoking discovery, hidden locations, and serene landscapes with fewer limiting legislations. Sustainability, well-being, and slow travel will continue to thrive by creating a new luxurious manner of existence with a growing philosophy of awareness of well-being, slowing down, mindfulness, and slowing down a global life. In general, these trends will help shape future consumerism in Thailand's hotel industry. Securing the visitor and being able to present additional choices to travelers more recent form of transportation would encourage more travel corridors and destination diversification. The rise in telecommuting would lead to most tourist destinations and hotels being turned into case study locations where workers can indulge in the luxuries without escaping with global trends resulting in wider perceptions of quality demand. Tourism, however, may also initiate a greater degree of competition among the providers and destinations, suggesting lines of future research.

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