

**SERVICE EXPERIENCED TOWARD THAI LUXURY HOTEL
EFFECT THE GUESTS VISIT INTENTION**



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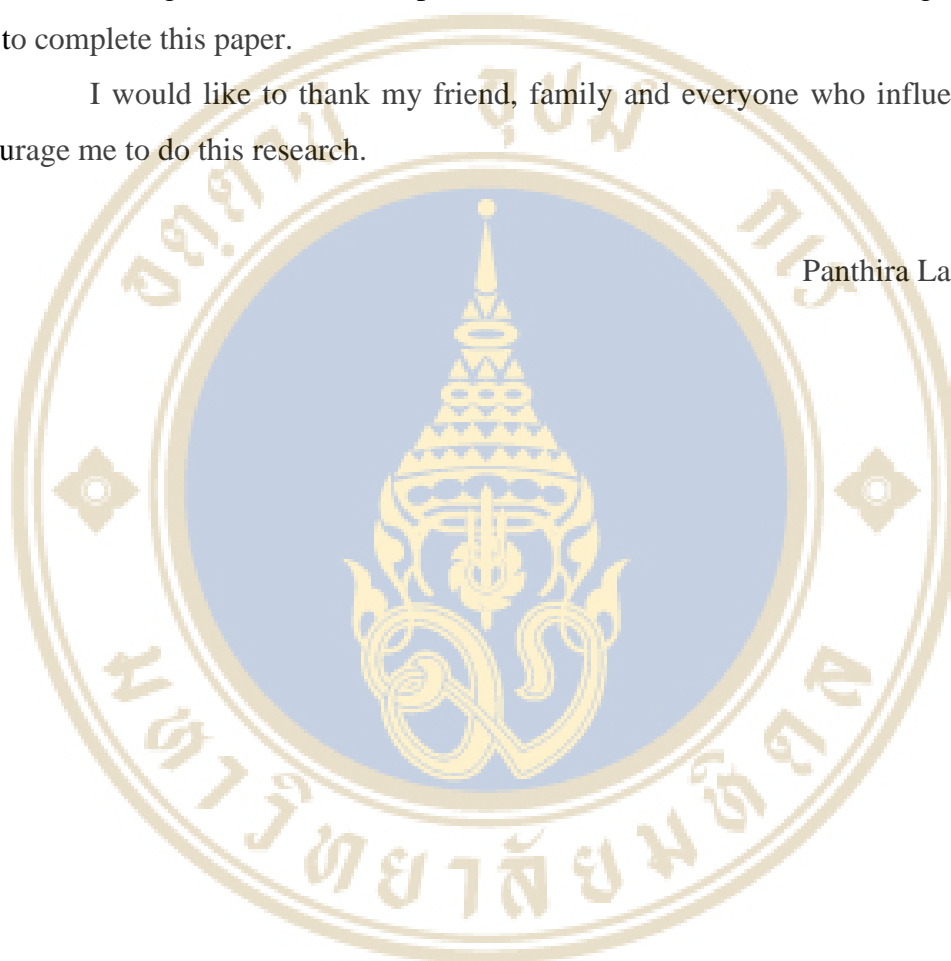
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Panthira Laoprasert



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ABSTRACT

This research purposed to know how the service experience could effect to the guest visit intention toward luxury hotel specific in Bangkok. According to the report of tourism in Thailand showed that Bangkok became a major center for tourism in Southeast Asia, and Thailand is one of the top destinations in the Asia Pacific region, among China, Hong Kong, and Malaysia. The competitors in the hotel business are increasing every year. The objective is to understand the role of service and understand the guest visit intention. The research methodologies are case study and interview the employee from Dusit Thani hotel Bangkok. The variables are brand image, property ambience, customer perceived service value, location environment and guest visit intention. From the research founded that the main factor that Dusit Thani hotel Bangkok mainly focus to create a good customer experienced is customer perceived service that perform by overall of the hotel service and employee treat to the guests. And it is the reason for customer to come back to the hotel again.

KEY WORDS: Thai Luxury Hotel/ Service experience / Bangkok Hotel / Guest Visit Intention / Five Stars Hotel/ Dusit Thani Bangkok

27 pages

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CHAPTER I

INTRODUCTION

1.1 Background of the study

Nowadays, Thailand is one of the country attract the tourist to travel. The increase number of traveler led to higher demand of hotel or resort in Thailand. The popular destinations for tourist are Bangkok, Chiang Mai, Chiang Rai, Phuket, Samui or Krabi reported the positive trends of international arrivals. By region, East Asia remains the largest contributor at 16.09 million arrivals (up 28.47 percent), representing a 60.18 percent share of the overall visitor markets to Thailand. Europe is the second largest market by region at 6.3 million visitors, followed by South Asia at 1.34 million arrivals and the Americas at 1.17 million tourists. According to report from the Tourism Authority of Thailand (TAT), the visitors arrived 26.1 million in 2013 that exceed the target. In 2014, Thailand expects to welcome 28.1 million international tourists higher than 2013. Moreover, TAT will promote activities under “Amazing Thailand: It Begins with the People” campaign. The Major factor of steady growth in tourism popularity destination in Thailand is products and services.

The UNWTO has recently released the Tourism Report 2014, which is an overall assessment of international tourism in 2013. The report states, “Thailand moved up two positions in the ranking by international receipts to 7th, while it entered the top 10 by arrivals in 10th position, in a bumper 2013 when international arrivals were up by 19% to 27 million and receipts by 23% to US\$ 42 billion.”

It is the first time that Thailand entered the top 10 list in terms of arrivals. Thailand ranked No. 11 in 2012, when the number of tourists totals 22.4 million. The UNWTO referred to this climb of five positions as an “amazing” development.

Moreover, Bangkok became a major center for tourism in Southeast Asia, and Thailand is one of the top destinations in the Asia Pacific region, among China,

Hong Kong, and Malaysia. And open AEC in 2015 is a great potential for Bangkok's future growth.

In addition, the global luxury hotels market's performance has recovered from the slowdown recorded at the beginning of the historic period (2009-2013) due to the financial crisis and recession. Growth is expected to continue over the forecast period (2014-2018) supported by the rise in tourism flows and expenditure. The growth in the Travel and Tourism sector in Asia-Pacific has proved beneficial for the luxury hotel market. Rising middle class population and economic growth have supported the increase in tourist volume and expenditure, consequently leading to rising demand for accommodation.

1.2 Objective

- To understand the role of service perceived by guests of the luxury hotel
- To study the international guest attitude toward luxury hotel
- To understand the reason of choosing to visit the hotel

1.3 Research Problem

There are many luxury hotels in Thailand and neighboring countries provided great service experience. The luxurious hotel needs to differentiate and provide uniqueness to maintain the guest loyalty. Bangkok is the city that mostly attracts the tourists when they visit Thailand. Moreover, the service that provided in each hotel followed by the hotel management and their regulation to serve the customer with unique experience. But how do we know which service is the most effect to the customer satisfaction.

1.4 Overview

There are many new and existing luxury hotels in the center of Bangkok and most of the hotels are close to each other. Some hotels are just far from other about 200 meters. But the problem is what the criteria for the guests visit intention are. How they made the decision to visit the hotel. According to, the customer can be new customer or experienced guests. So, it can be benefit to hotels if we know what are the factors that attract the tourist or guests to select the hotel or repeat visit the hotel.

This research will help to understand clearly about the international guests perceived the service experience from luxury hotel in Thailand. What are the criteria that they use to measure before visit the hotel. According to many factors contained in individually. Differences hotels contain own characteristics even there are under the same corporate or brand. In addition, this study helps to develop and improve important factors in managing the hotel to increase the tourist attraction to increase a chance of selecting Thailand as a destination.



CHAPTER II

LITERATURE REVIEW

2.1 Paper 1

“An Examination of the Influencing Factors toward Customer Satisfaction” Case study of a Five Star Hotel in Bangkok, Thailand

Jingjing Xie, and Sirion Chaipoopirutana

This paper study about the relationship between service quality dimensions, customer perceived value and customer satisfaction of five star hotel. The research survey 400 customer of 5 star hotel in Bangkok. The result is the customer perceived value, customer satisfaction and brand image influenced by service quality.

Service quality

- Tangibility is a physical convenience, equipment and appearance of personality
- Reliability as ability to perform promised service
- Assurance as the knowledge and ability to inspire trust and confidence
- Responsiveness as the willingness to help the customer and provide prompt service
- Empathy as the individualized attention provides for customer

Customer perceived value

The definition as customer overall assessment of the utility of the service based on perception of what is received and what is given

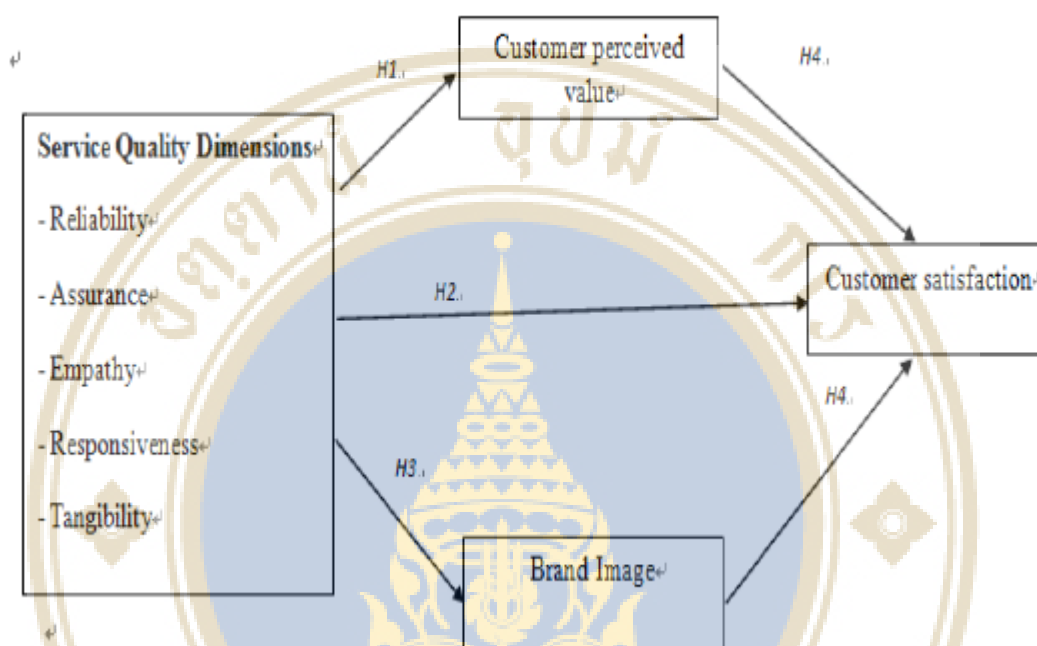
Brand Image

This variable based on the customer's beliefs upon the brand. The image is a value-added and determining satisfaction and customer loyalty.

Customer satisfaction

The definition is a response that occurs when customer experienced the product that meet the pleasurable level of consumption.

Conceptual model of this paper



2.2 Paper 2

“BUSINESS AND LEISURE TOURISTS’ PERCEPTION ON SELECTED ATTRIBUTES OF LUXURY HOTELS IN BANGKOK”

Shveta Kukreja and Adarsh Batra, Ph.D

The purpose of this research is to understand the customers’ purchase behavior in the hospitality industry specifically luxury hotel. It is necessary to know the perception of tourists regarding to several attributes of luxury hotel that can create value. This study was to determine the difference in the perception of tourists toward the selected attributes of luxury hotels. A luxury hotel in this study was any hotel in Bangkok assigned as 4 star and 5 star by Thai Hotel Association. There are eight dependent variables as followed

- Brand name and reputation

Brand is a symbol that connects the company or the products with the customer and represents the entire product or brand personality. Brand name reputation is primarily derived from customer's familiarity with the brand image and positive word of mouth from family, friend and others

- Physical property

Tangible and intangible features that constitute the atmosphere

- Guestroom design and amenities

The decoration that refers to the style and layout of interior furnishing

- Bathroom fixture and amenities

A room that includes shower area and amenities

- Functional service

Intangible processes, designed to meet the guest needs and satisfaction

- Interpersonal service

A personal service that involves the way in which the server approaches and deals with the guest

- Food and beverage service

Providing fully prepared foods for immediate consumption on or off premises

- Quality standard

Service that meets or exceeds that guest expectation

The research of 400 respondents found there is a significant difference between 2 types of tourists, business and leisure tourists. The data collected by the questionnaires at the front of four selected luxury hotels situated in different parts of Bangkok. A total of 400 valid questionnaires were obtained by sample survey. An ordinary scale was used in questionnaires as a measurement scale.

The result was found that there was no significant difference between business and leisure tourists in the perception of interpersonal service and food and beverage related service of luxury hotels in Bangkok. But there were significant differences in perception of brand name and reputation and physical property, design and amenities and quality.

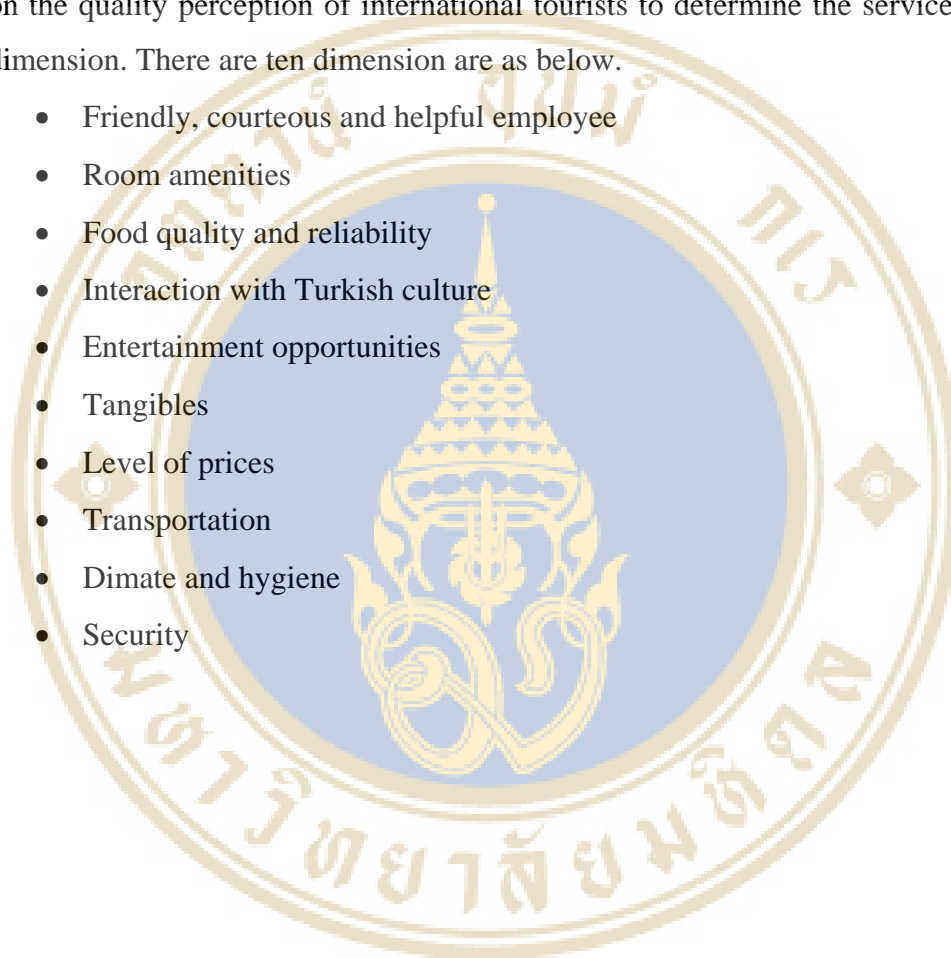
2.3 Paper 3

How do international tourists perceive hotel quality

Ibrahim Taylan Dortyol, Inci Varinli, Olgun Kitapci

This paper is to identify the dimensions of hotel service quality, and to determine the relative impact of those dimensions on customer satisfaction levels, customer value and customers' intentions to recommend or revisit a hotel. The study focuses on the quality perception of international tourists to determine the service quality dimension. There are ten dimension are as below.

- Friendly, courteous and helpful employee
- Room amenities
- Food quality and reliability
- Interaction with Turkish culture
- Entertainment opportunities
- Tangibles
- Level of prices
- Transportation
- Dimate and hygiene
- Security



CHAPTER III

RESEARCH METHODOLOGY

According to this paper, the research use qualitative method, which is descriptive research methods used when the researcher wants to describe specific behavior as it occurs in the environment. Descriptive research involves three main categories that are observation, case studies, and surveys. Case study is one of the methods that I will use to study the service experience toward luxury hotel. And also, interview to get the information in details.

3.1 Research Methodology

This research methodology is qualitative research, which is primarily exploratory research. It is use to gain an understanding of underlying reasons, opinions, and motivations.

3.2 Data Collection Method

The data collections are observation and interview the manager of 5 star hotel group in Thailand, Dusit Thani hotel Bangkok. Explore information from documentary.

Factor that I would consider as the variable of this research are as the following:

Brand - brand image, reputation, word of mouth

Property ambience - impression of the hotel, room design & amenities, hotel facilities, luxury

Customer perceived value - utility of service, employee service, pricing

Location environment/Country culture – sightseeing, experience new culture, local friendliness

3.3 Conceptual Model

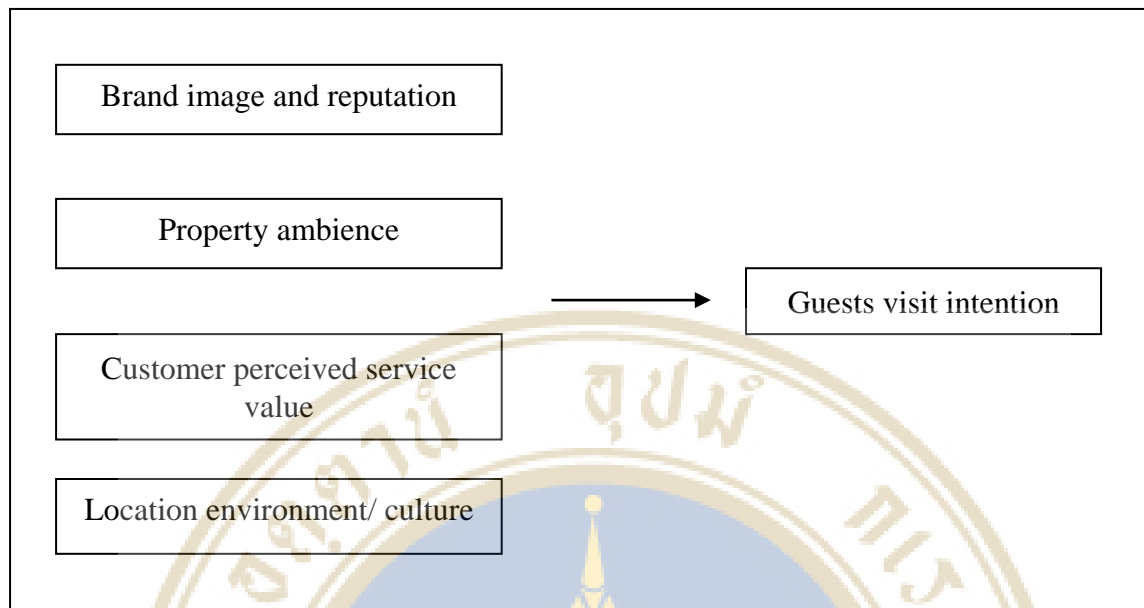


Figure 3.1 Conceptual model

3.4 Research Question

What is the most important attribute that effect the guest's visit intention toward Dusit Thani hotel Bangkok.

Interview Question

3.4.1 How would hotel communicate the brand to the customer perceive as a five star hotel

3.4.2 How would you manage ambience to meet the customer satisfaction

3.4.3 How would customer perceive service value from the hotel

3.4.4 How would you maintain and improve service standard as luxury hotel

3.4.5 How would location effect customer decision

3.4.6 How would culture provide advantage to luxury hotel

3.4.7 How the hotel conduct risk management to ensure riskiness

CHAPTER IV

RESEARCH FINDINGS

4.1 Interview

The first method is interview the manager from Dusit Thani Hotel Bangkok to gather the management information in more detail.

4.1.1 Brand Image/Reputation

Named of the Dusit Thani hotel is Thai language mean town in heaven, everything in the hotel is Thai and luxury. When the hotel uses the market communication to communicate with the customer, they use the same photography style which font, tone of voice or use some key word to keep the hotel image as Dusit Thani Hotel. When the hotel communicates the guest through media such as magazine, the company will use the same color, template, specific word that create differentiation from other luxury hotel in Bangkok. When the customer read or see the tone of media will recognize as Dusit Thani Hotel.

4.1.2 Property Ambience

4.1.2.1 Sense, Dusit Thani use a signature aroma made from lemongrass inside the hotel. The guests can smell it anywhere in the hotel lead to perceive as uniqueness of the hotel and become signature of the hotel. The sense of lemongrass will strongest in the public toiler and guestroom.

4.1.2.2 Sound, the music playing in the hotel is Thai soothing music and there is a player play Thai traditional instrument called Khim in the lounge. The player will play Thai music creating a relax sound and keep image as Thai culture.

4.1.2.3 Sight, the hotel decoration is Thai traditional style. When the guests enter to the hotel they can feel to the And Dusit Thai mainly focus on staff, create signature sight by let welcome staff paying respect to every guest and made they feel welcome, sincerity.

4.1.3 Customer Perceived Service Value

Dusit Thani promotes distinctive service featuring Thai artistry and graciousness hospitality as a main selling point. Staff take care all guest with sincerity, care and honesty. The staff taught to be proactive to minimize the risk. And if the problem is ever happen, Dusit Thani has a way to deal with that.

Training program is provides for staff and will be train constantly to remind the hotel core value. Staff should have a good service mind to the guests and know how to solve the problem from the customer complaints.

4.1.4 Location environment/Culture

Location plays a major part on how customer decision. Easy transportation helps to increase the customer intention to stay in the hotel. Environment around the hotel like tourists attraction or shopping more also gain tourists interest. Majority guests said that the location quite convenience to go shopping mall or temple. They just tool the public transportation. And everywhere they plan to travel while they visit Bangkok are easily to go because they just walk out from the hotel and took BTS and MRT which very close to the hotel.

According to majority in Bangkok hotel, mostly tourists or guests who plan their destination to Bangkok do not concern much on culture. Especially Dusit Thani hotel Bangkok located in the center of Bangkok, majority of guests enjoy nightlife and most of them come for shopping.

4.2 Observation

4.2.1 Brand Image/Reputation

When I observed at the hotel, I found that there are photos of many foreigner celebrities who have visited the hotel. This could be proving the brand and reputation of the hotel that international guest aware about the hotel.

4.2.2 Property Ambience

The hotel is providing the real experience of Thai. The interior is decorated with Thai style; most of materials are made of teak wood and Thai silk. I feel of Thai traditional style along the way I observe. In addition, the doorman wear Thai traditional dress and I can smell a sense of lemon grass before enter into the hotel. The sense is everywhere in the hotel and strong when I walk closely the toilet. Moreover, the conference room or meeting room that mostly use for wedding ceremony is decorated in Thai style.

4.2.3 Customer Perceived Service Value

The staff are welcome when I enter to the hotel, the employee are dress in modern but still looks Thai. The doorbells wear Thai traditional dress. When I order some beverage at lobby lounge, the staff kneels to get an order and services me with graciousness and politeness. Not only me, I can see other employees treat the guests same as me.

4.2.4 Location environment/Culture

The environments around the hotel are surrounding of building but the skytrain and subway are available next to the hotel. Many local and international restaurants around the hotel due to the Silom and Sathorn road are the office building of both Thai and foreigner companies.

4.3 Documentary

Second research method is reading and finding information about Dusit Thani Hotel Bangkok including article, news and press release and customer review.

4.3.1 Brand/Reputation

Brand image

- Dusit Thani Bangkok is luxury hotel that embodies the essence of Thailand, modern convenience and affording guests a singular experience. The name of the hotel means “Town in Heaven”. This

heavenly concept is defined the character and guiding principles of caring, respect, sincerity and modesty. The character was come from the idea of King Rama VI that blended Western and Thai. The hotel opened since 1970 and it's become an icon of luxury hotel in the center of Bangkok and use the international standard in term of service and unique in the way that it represents the beauty of Thai Culture

- The guest perceived Dusit Thani as an international luxury hotel standards that delivered with distinctive Thai artistry and graciousness personify the earthly manifestation of its name which means in Thai, a town in heaven.
- Strong brand equity and strong relationship with partnership.

Reputation

- According to an experienced, that Dusit Thani provided to the guests for many year lead the hotel to become well known in term of luxury hotel.
- An expansion branch created global reputation. The hotel expand to other market both Thailand and international. Also, the hotel try to capture to every segment to cover all level of income guests.
- The reputation of Dusit Thani Bangkok also came from many awards. As in 2014, Dusit Thani Bangkok has won the Best in Travel Poll 2014 in two categories which were “Top 25 Business Hotel in Asia” and “Top 25 Conference Hotel in Asia” voted by the world readers of SmartTravelAsia.com, an online frequent traveller magazine with over a million readership.
- Awarded from Dusit international branch help to expand the reputation and made the guests more aware of the name of Dusit with excellence hospitality. For example, Dusit Thani restaurant “Benjarong Thai Restaurant” awarded 2014 from TripAdvisor Certificare of Excellence. Dusit Thani Maldives Nominated for World Luxury Hotel Awards 2014. Below are other awards lead to increase in customer awareness and hotel reputation.
 - "Silver Award" by Rakuten Travel 2013

- "Best Hotel" in the "Travelers Favorite 2013" by Gogobot
- D'Sens, French Restaurant receives "2013 Thailand Best Restaurant – French Cuisine" by Thailand Tatler
- Ice Carver Wins Gold Medal from THAIFEX – World of Food Asia 2013
- "2013 Certificate of Excellence" by TripAdvisor.com
- "Top 25 Conference Hotel and Top 25 Business Hotels" by SmartTravelAsia.com 2013
- "Good Manufacturing Practice (GMP) in Mass Catering Requirement" by The National Food Institute (NFI) 2013
- Thailand Tourism Standard 2010 – 2013: "5 Star Hotel Standard"

The prize help international guests or tourists perceived that Dusit Thani was excellence, luxury and extended to qualifying business worldwide.

Word of mouth

- The company believed that customer complains to increase satisfaction, loyalty. Also, the hotel is underlying culture that views customer complaint as an opportunity rather than a threat. Tony Tour, the late, Swiss-born executive manager of Dusit Thani Hotel in Bangkok said that "I love when the customer complain because that gives me the opportunity to solve their problem, provide a solution that exceeds their expectation, and cement the relationship. These previously dissatisfied customers will become more loyal to our hotel than if they didn't experience a lapse in quality service in the first place."

4.3.2 Property Ambience

Impression of the hotel

- The architecture of the hotel displays a contemporary but also keep traditional Thai style. The interior design genuine Thai artwork and reflects classical Thai theme that decorated with Thai silk fabrics and teak wood furnishings for an elegant old-world charm.

- The famous restaurant, Benjarong, the patterned tiles where there was once carpet and fresh paint on the large statement pillars, Benjarong's dining room is just the way it was back in its Thai royal cuisine days. According to Sommai Yocapajorn, the hotel's marketing director, Benjarong wants to keep its Thai roots even if there is a foreign chef in the kitchen.
- The Mayflower restaurant provide with menu of Cantonese delicacies. It is one of Bangkok' finest Chinese restaurant has luxurious interior with the combination of European design and Chinese antiques, the perfect mixture of East and West.
- Devarana Spa create Heaven's gate, surrounded by gardens and ponds, with a heavenly scent, nurturing environment, soft melodic music and glimmering silver and gold décor

Location

- Dusit Thani Bangkok offers unrivalled value for both leisure and business guests. It is the combination of well-designed facilities in a convenient central location. The hotel located in the city's business, shopping and entertainment districts all just moments away. Both BTS skytrain and MRT underground public transportation services close to hotel entrance.
- The Dusit Thani is also within short distance of many Bangkok attractions, including The Grand Palace and the Temple of the Emerald Buddha, the Erawan Shrine and the best of Bangkok's nightlife.

Room design & amenities

- The hotel features elegant Thai decoration and furnishings made of silk and teakwood. Guests are entitled to fully impressive. There are many room types. The luxuries room of the hotel is Majesty Suite. The room decorated with tasteful Thai accents and providing stunning panoramic views of Bangkok, the Majesty Suite is the ultimate in 5-star accommodation. Additionally, guests are provided with 24-hour butler service. Other type of outstanding room is Ratanakosin Suite, named of

the kingdom of Thailand. The room equipped with lavish furnishing and decoration that evoke an important historical era of the Thailand.

Hotel facilities

- Hotel provided conference and banqueting room for business, wellness facilities, which are Deverana Spa and DFit Fitness, centre fully equipped modern workout facility. Also Dusit Thani provided a golf driving range, Dusit Gourmet, Florist, Gift shop and Souvenir shop.

Luxury

- One of hotel restaurant, Benjarong was the famous cuisine of the hotel was revamped under the concept “The combination of modern techniques and traditional flavour profiles to produce contemporary dishes that are distinctly Thai at heart”. The new world innovation cuisine was created by David who award-winning Danish chef. He worked at David Thompson’s Nahm and at Sra Bua by Kiin Kiin in Bangkok. He would like to change without changing, to revamp the Benjarong brand with its deep, classic roots, and give it a flourish the best of Thai cuisine.
- The hotel provides luxurious extras such as a pillow menu, an aromatic nightly turn down service to make the room smell like a spa. This create a good experience while they stay in the hotel.

4.3.3 Customer perceived value

Utility of service

- Dusit Thani Bangkok matches deluxe accommodation with superb restaurants, offering cuisine from around the world as well as a collection of sophisticated bars. There are six restaurants including bars and lounge. Each restaurant has different kinds of food and contains specialty cuisine and decoration suit with each restaurant.
- The guests experienced a good service when they come to the hotel restaurant as Dusit Thani Bangkok has won “Bangkok’s Best Restaurant Awards 2014” with the achievements of The Mayflower Restaurant for the Chinese Category and Thien Duong Restaurant for

the Specialties Cuisine Category in recognition of the finest dining and entertainment venues by Readers' Choice Bangkok's Best Dining & Entertainment.

- Some visitor love the herbal lemon grass tea that made them feel wonderful, soft music plays in the background and the staff makes the guests feel like royalty.

Employee service

- The guest who has experienced in stay at Dusit Thani hotel Bangkok was come back to the hotel again. She said she was surprise that one of the Staff Extraordinaire, Ms Busava recognized her. The staff greeted her with a huge smile, gave an incredible upgrade to a three-room suite and escorted her upstairs to executive lounge to check in. "A big thank you goes out to the Dusit Thani staff for always welcoming back to their beautiful hotel. It's hard to express in words how thankful I am for your hospitality" This is an example of how staff service effect the customer satisfaction.
- Dusit club benefits provided special service to the membership can increase the satisfaction and good service experience. The membership will have personal butler to service anytime, exclusive breakfast at club lounge, discount for laundry, luxury high tread count linen and amenities, all day refreshment and evening cocktails, daily in-room fresh fruit, cold towel and welcome drink upon arrival. And other special service that provided for membership.
- The restaurant manager are knowledgeable about the food and give information the customer to try the new menu and ask the customer feedback

Pricing

- The customers who stay at the luxury hotel are not concern much on the price if the money they spend worth enough to pay. If they unsatisfied or they expect to get better than they got, they will change to other choice or hotel.

4.3.4 Location environment/Culture

Sightseeing

- Some guests choose to visit the hotel due to the convenience and easy to travel around Bangkok where the BTS and MRT are linked. Some of tourist who choose to visit came with a group of family or couple are Chinese. They can go to the temples, enjoy night life at Silom or Phatpong and they can easily go to China town and many local market like Jatujak market which popular for foreigners.

Experience new culture

- Dusit offer special activity for the guests who interest and would like to explore about Thai culture. “Culture Getaways” step into a world of Thainess. The activity performs by Thais, experience world-renowed Thai hospitality with the Dusit Thani Bangkok. The guest who join this activity will get privileges which are welcome Thai herbal drink and cold/hot towel upon arrival, complimentary tropical fruits in room, complimentary daily breakfast, turndown service with flower garland or Thai style fruit/vegetable carving, complimentary Thai set dinner, souvenir photo in Thai silk frame with Dusit logo upon departure.

Local friendliness

- The local people around the hotel are not effect to the guest visit intention due to the hotel is located in the center of Bangkok, the area of office building and shopping mall. The people in Bangkok are not have special characteristic or behavior like people who lived in Northern part, Southern part or rural area.

CHAPTER V

DISCUSSION & CONCLUSION

5.1 Conclusion

From the research that I got from interview, observation and case study from article and news, the main factors that effects the guest visit luxury hotel are comprise of four factors which are brand image or reputation, property ambience, customer perceive service value and local environment or culture. I would conclude the data and analyze by each methods.

5.1.1 Interview

5.1.1.1 Brand Image

The hotel use the same photography style which are font, tone of voice or use some key word to keep the hotel image as luxury hotel and help the customer can recognize as Dusit Thani Hotel when they perceived media communication.

5.1.1.2 Property Ambience

The aroma sense, Lemongrass is use as sense in the hotel to create Thai traditional style of the hotel especially public area such as lounge and toilet. Also, the hotel create uniqueness by playing Thai soothing music in the hotel. Moreover, when the guests enter into the hotel, the staff will service the guest with warm, welcome and sincerity.

5.1.1.3 Customer perceived service value

Dusit Thani hotel focused on the service that the employee provided to the guests. The interviewee said that, the most important thing that brings the customer back to the hotel is service. Every staff will be train constantly to remind the core value and train to solve the problem from customer complains.

5.1.1.4 Location environment/Culture

The location environment is not effect to the guests visit intention, according to the hotel located at the central of Bangkok and surrounded by office building and shopping area.

5.1.2 Observation

5.1.2.1 Brand Image/Reputation

There are photos of many foreigner celebrities who have visited the hotel help to increase the hotel reputation and image. And the corporate image of the hotel are consistency.

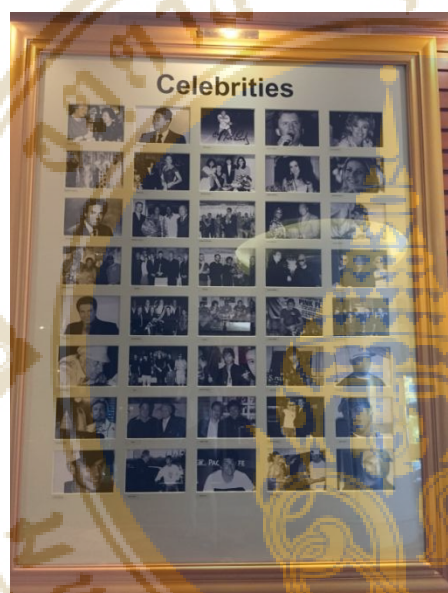


Figure 5.1 The celebrities who have visited the hotel

5.1.2.2 Property Ambience

The hotel outstanding is concept of real Thai experience, the decorations mainly use Teak wood and Thai silk fabric included the furniture match with the dress code of the employee. Inside and outside the hotel such as the restaurant, the walkway, swimming pool, lobby and public toilet have sense of Thai by visual and smell. Each guest room has different characteristic but remain the concept of Thai.



Figure 5.2 Benjarong Restaurant entrance

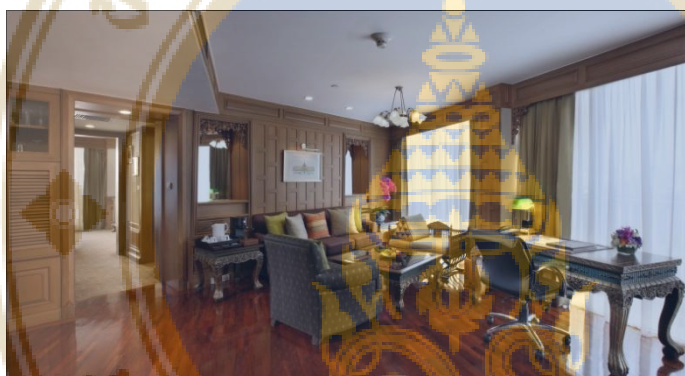


Figure 5.3 Sukhothai suite living rooms



Figure 5.4 Reception area

5.1.2.3 Customer Perceived Service Value

The very good service mind such as remembered the guest name, fast check in and out, focused and friendly, and has a sense of priority, attention to detail, follow-through.

5.1.2.4 Location environment/Culture

The hotel closed to the public transportations easily takes the guest to the luxury shopping mall such as Siam Paragon, Central Embassy, The Emporium, The EmQuartier or Gaysorn Plaza etc.

5.1.3 Documentary

5.1.3.1 Brand Image/Reputation

The hotel established since 1970 in Bangkok, the name created from King Rama VI and use international quality standard lead to well known in luxurious hotel industry. The higher reputation also expanded from the expansion branches of the hotel to the international create the strong brand equity and strong relationship with the partner such as airline, credit card and bank. Besides, the hotel won many awards and certificates. The prizes help international guests or tourists perceived that Dusit Thani was excellence, luxury and extended to qualifying business worldwide.

5.1.3.2 Property Ambience

Dusit Thani hotel Bangkok exterior and interior decorated with Thai traditional style. The hotel use Thai silk fabrics and teak wood furnishings for an elegant old-world charm. The accommodation are available in many types of room decorate differently and outstanding but keeping the same concept of contemporary Thai. Moreover, each hotel restaurant decorates unique style to match with the cuisine.

5.1.3.3 Customer Perceived Service Value

The guest reviewed about the service of the staff, the ways they treat the customer are very nice and welcome. The employees were tough to taken care the guests with sincerity and graciousness. They remembered the guests' name who have visited the hotel. Butlers are available to service the customer 24 hours. In addition, the dining experienced also created service value when they go to hotel restaurant especially "Benjarong Royal Thai Cuisine Restaurant" which served new world innovation cuisine. The combination of modern techniques and traditional flavour

profiles to produce contemporary dishes that are distinctly Thai, this can be good experienced when the guests dine at the restaurant.

5.2 Recommendation

Dusit Thani hotel Bangkok provided an experience to the guests majoring in service experience. Most of the luxury hotels in Bangkok also focused on service experience but the factors that create the uniqueness to the hotel are hotel ambience and customer perceived service value in the term of employee service. Dusit Thani hotel Bangkok is real Thai experienced differentiate from the competitors. The guest room decoration in different Thai royal style and facilities are Thai traditional concept. The hotel ambience and staff are consistency in the same pattern of Thai traditional as dress in Thai, create Thai atmosphere by Thai soothing music and sense of Thai aroma with decoration in Teak wood and silk fabric. An outstanding hotel restaurant (Benjarong restaurant) and spa (Deverana Spa) also create strong competitive advantage. So, the hotel is attracting to the customer who would like to have a real Thai experience as the Traditional Thai grandeur, a rich heritage and world-renowned hospitality

5.3 Limitation

There are some limitations of during doing this research. Firstly, it is difficult to get the information. According to the research about hotel management, some factors need to get detail from internal organization. There should be someone who work as manager or higher level in the hotel, who can ensure that he or she has an authority to give the information and surely that the information provided are correct. Secondly, some data from the article or news are bias. I need to analyze the information whether it bias or not. In addition, this research is develop in foreigner views, all the data should be comment or opinion for international guests only. Lastly, time limit in develop this research, the research can gather more information if the time in develop this research paper is longer.

5.4 Future Research

This research can be develops to get more information in the future by interview more from other manager or employee. Also, develop and research more from other luxury hotel in Bangkok for comparison. Besides, the questionnaires can distribute to the international guest to understand their intention and comment. The guests can be interviewee to understand their opinion about their intention to stay in the hotel. Moreover, this research is develop only the luxury hotel in Bangkok. But it can develop for others luxury hotel outside Bangkok which are also attract the tourists when they come to Thailand such as Chiang Mai, Phuket, Samui, Huahin, Pattaya, Krabi and etc.



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