

The New Trends and Innovations in Selected Five-Star Hotels in Bangkok, Thailand

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Abstract

Thailand is a country that highly relies on the tourism industry. Following the new trends and innovations are significant for development of hotels. In this study, researcher analyzed trends, challenges and innovations in selected five-star hotels in Bangkok. This paper further discussed innovation in selected five-star hotels, and the impact affected by innovations and innovative practices in hotels. Qualitative research techniques were used in this study. In-depth interviews were conducted in English with three officials from selected five-star hotels to collect primary data. Observation method was also employed to observe the surroundings and layouts in selected hotels. Secondary data were mainly collected from journal articles, reports, and books and websites. The study employed thematic analysis and content analysis to express findings. The results showed innovation outputs which belong to product innovation, service innovation and administrative innovation respectively. Findings also indicated that hotels utilized both interior and exterior approaches to follow up new trends and innovation. Furthermore, these innovations and innovative practices improved customers' satisfaction and business performance for the hotels.

Keywords: trends, innovations, five-star hotel, Bangkok

Introduction

Over the past few decades, tourism has seen continuous growth and deepening diversification to become one of the fastest growing economic sections in the world. In 2014, a new record of 1.133 billion USD international tourists crossed boundary only in a single year; tourism industry generated 9% world GDP; one in eleven jobs generated from tourism directly or indirectly; international tourism receipts reached 1245 billion USD worldwide (WTO, 2015). Thailand faced a very challenging 2014 when the visitor arrivals in Thailand totaled around 24.7 million (24,779,768) and the annual revenue was 34.9 billion USD. In 2015, TAT has set the target of 28 million visitors generating an estimated 41 billion USD from international visitors (TAT, 2015).