



Cultural Renaissance and the Rise of Heritage-Based Luxury in Thailand's Hospitality Sector

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Abstract – This article looks at how Thailand's hospitality area is using its heritage to create fancy experiences. This trend is taking off because people traveling all over are now valuing real, cultural, and meaningful experiences, along with Thailand trying to bring back its culture after the pandemic. Thailand's history, practices, and beliefs are now setting it apart in the high-end travel world. By studying hotels like The Siam and Mandarin Oriental Bangkok, we can see how Thai culture combines with modern luxury. The article also talks about how Thailand's focus on its own culture, what customers want, and being sustainable affect this market. It suggests ways to keep heritage alive, get visitors involved, and stay relevant to Thai society. This article shows that Thailand is leading a world cultural rebirth, changing what luxury means today by focusing on its heritage.

Keywords - heritage-based luxury; Thai hospitality; cultural renaissance; heritage hotels; cultural tourism; luxury travel trends; traditional Thai aesthetics; hotel design and identity; sustainable heritage tourism; post-pandemic travel; nationalism and tourism; authenticity in luxury; The Siam Hotel; Mandarin Oriental Bangkok; The Sukhothai Bangkok; guest experience design.

I. INTRODUCTION

In Thailand, tourists who want a fancy vacation often to say that getting to know the local culture is a big reason why they travel there (A. Elshaer et al., 2022). A country's culture and old traditions are what make it special, and it's important to keep them safe for future generations. When people know a lot about their history, they tend to live in a better way with their world. Lately, more people around the world want to learn about culture instead of just buying fancy things. This has made cultural luxury get bigger.

Cultural luxury places to stay are hotels or resorts in old buildings or spots with a cool local culture (Prompayuk and Chairatananonda, 2018). These places focus on culture when they create their services for tourists. So, this type of accommodation will be super important in the tourism business soon. Thailand is full of beautiful nature and interesting culture. After doing tons of research, this study looks at what cultural luxury accommodation is like in Thailand, how it's set up, and what it does to protect culture. The results should help the government, hotel owners, and schools understand why cultural luxury accommodation matters and how to deal with any problems.

This study finds some chances for new cultural luxury spots in Thailand, which could be great for business. It also talks about what to research in the future, like how Thai society affects these places. Using culture to make things valuable is key in tourism. More studies are looking at how keeping culture safe makes tourists happy, mainly in old hotels and resorts. They're checking how these places protect culture, how it affects their business, and how guests feel when they help.

II. THAILAND'S HOSPITALITY HISTORY

Having guests is a big part of Thai culture, especially in historical spots.

Heritage is what we get from the past, keep today, and save for tomorrow. It's a special thing from old times, shown through art and knowledge that talks about how people lived. People want to understand what happened before. Heritage tourism is about traveling to see a place's culture. Tourists want cool experiences that connect them to a culture or its history (A. Elshaer et al., 2022). They want to feel like they're part of history and remember important events. When people travel, they need a place to stay. Most want to spend the night instead of going back and forth in one day. The hospitality business has places to stay, food, fun stuff, and travel help. Hotels offer rooms, food, and services for travelers. They're everywhere, so they must compete. To be better, a hotel needs to be different. While there are different ways to be better, it's ideal to make the service great. Heritage tourism happens when people visit old places. They look for hotels, which is where heritage hospitality helps. Heritage hotels give fancy experiences and teach guests about the area's history.

What is Heritage-Based Luxury?

Culture is a big part of who people are, whether they're from Thailand or not (A. Elshaer et al., 2022). People are using their past to plan. Since the recent sickness, Thailand and other countries were cut off from the world, which hurt them. The government tried to help by telling people to travel inside the country as places opened up. Cultural renaissance means that the old heritage of writing, art, and learning is coming back from the mid-14th to the end of the 16th century. It's about getting confidence back as a country and returning to something from the past. So, cultural renaissance means pushing culture further. Culture



is history, art, and customs. Luxury can mean different things to different people. In hotels, fancy hotels are different from culture hotels. Greater interest in luxury hoteliers in heritage hotels is led by resort hotels where things used in spa hotels have been used at some heritage hotels. Fancy hotels may be new, but they're still different. Hotel managers and owners need to know what's happening in the market through good training. Separating products is doable until it doesn't make sense financially.

Thailand's Cultural Renaissance

When Thailand got a new King, things changed in the country's politics. The new government liked 'Thai-ness', so there was a Cultural Renaissance. Because of this, people want heritage-based products in the hospitality business. It's important to know why this is happening and how to make it good for everyone involved.

Nationalism is about people feeling connected to their country. It happens in phases. First, people are apart. Then, things like schools and newspapers bring people together. Finally, people feel strongly about their country. Rich people first used culture for their own power. In the late 1800s, Western countries wanted things from Asian countries. Asian leaders got information about Western ways. This led to Western countries wanting colonies and Siam becoming new. It also started ethnic and cultural nationalism. Even though cultural nationalism comes before political nationalism, heritage-based luxury is a new thing in the 21st century.

How Thai Culture Affects Hospitality

Thai hospitality comes from the unique Thai culture. Thai people are friendly and polite. Thai hospitality goes with the Thai word Sabai, which means happy and relaxed. Thai people use courtesy and harmony (Chayasirisobhon and Batra, 2019). This helps Thailand bond with guests from other countries. Guests should know that it is a 'dynamic' culture if they have high expectations. Thai massage is a plus of Thai hospitality. The old art of massage is mixed with new ways, making spa and wellness an edge for the Thai economy. The Thai language is open to the world. Not knowing the language shouldn't stop you from feeling welcome. Thai is one of the most spoken languages. Other languages are OK to use. Just knowing a little bit of Thai slang to make you become more trustful among the community. Some common words are Sawasdee and Khrap. Thai food is another part of Thai hospitality. It's one of the most popular foods in the world. People like fancy food with unique recipes. Thai food is now a big deal for tourism, money, and people.

Case Studies of Heritage Hotels

In Thailand, some hotels are in old buildings that used to be government offices, like schools, courts, or hospitals. These buildings show off different building styles like neo-classical or art deco, and even temples. Each one has its own story. Keeping these buildings up and turning them into hotels has made people more aware of their cultural

value, and it's been good for business. Turning an old building into a hotel begins with planning how to protect and maintain the building, then doing some research. After finding the right old buildings or spots, the hotel thinks about how to market itself. The building's style then becomes the basis for making it a nice place for tourists to stay.

Most studies about these hotels look at specific things, like the design of the hotel, or just talk about one hotel. Around the world, old historic spots are being turned into cool, modern hotels. A lot of hotels in Thailand mix history, building design, and service. This has made Thailand look like a top spot to visit in Asia, during the growth of cities in Southeast Asia. These hotels keep the old buildings looking like they did when they were built. They're important historical and building spots that show what those times were like. Increasingly, people see these buildings as part of the culture.

It's important to mix cultural things into how the hotel is built and how it runs. There's a plan that brings together the heritage of the building and what a hotel needs: checking if it's possible, keeping up the building, having a feel for the place, handling the heritage, and making it a good experience for guests. The old style of the building, along with its history and culture, can become a story for visitors. There are rules that say how to turn heritage into an experience for guests, focusing on what people feel and see, and how the building is presented. There are also suggestions for picking hotels and showing off their heritage.

The Siam Hotel

The Siam Hotel is on the Chao Phraya River in Bangkok. It's where King Rama VI used to live back in the early 1900s. The spot was picked because it's beautiful and where rich people lived back in the day. The old guardhouse, flower garden, and the front of the building all make the hotel's garden look amazing.

The decorations use Thai styles to give a sense of Thai tradition and Southeast Asian culture. In front of the hotel, the Thai Park has a big lawn and a neat garden with Thai decorations. The wall around the site has traditional Thai pottery on it. Rocks from Phu Phan Mountain are on the wall, and there are pots and wood carvings that show off Thai style. The big doors are made of shiny wood with Thai patterns.

The hotel doesn't just copy old styles. It tries to show a comeback of Thai culture, which King Rama VII supported in the 1930s. The people who designed the hotel wanted to see new Thai building styles that showed love for their country.

Mandarin Oriental Bangkok

In 1876, an American man named John Williams built the Oriental Hotel by the Chao Phraya River. It didn't have



many guests until the 1880s when it went to HMS Wellesley. Back then, there were only a few hotels in Bangkok. The Mandarin Oriental Bangkok was the first hotel by the river. It was built in a Western style. People called it The Oriental Hotel, and it was known all over. Buildings like the Temple of Dawn, the Hotel, and the Government House were important examples of building styles at the time. The hotel was famous and made Thai culture more important.

King Chulalongkorn, who ruled during this time, had ideas about international relationships, democracy, and money. Because of this, Thailand brought in things from the West, which changed Thai culture quickly. But the king also made sure to take care of Thai traditions. So, the art at the time mixed Thai and Western styles, and classical Thai works inspired new buildings. The Oriental Hotel was part of this time, so its building style was affected by Thai culture, giving it a special value.

The Mandarin Oriental Bangkok still has a fancy feeling, shown in how the hotel is built. The buildings look good together, and the colors and materials match the hotel. The building uses limestone, and the ground floor has bigger blocks. The hotel has lots of details like columns, railings, and decorations on the walls. Inside, the ceilings are high, and the walls are big, making it feel open.

The Sukhothai Bangkok

The Sukhothai Bangkok (TSB) opened in 1991. It's a fancy hotel inspired by the old Sukhothai Kingdom. It was meant to be a great place to stay and help the hotel and tourism business in Bangkok. But over time, the hotel had problems, and the quality went down. Many fancy hotels either fixed up their properties or joined big hotel chains. TSB was rented to the Hotel Corporation of Thailand, who tried to get a big hotel chain to manage it. But things changed at the last minute, and a Thai team was put in charge. TSB then started a marketing plan to attract certain guests.

The industry liked what TSB did, but the hotel was hard on its suppliers. Even small problems with the food made executives upset. TSB quickly won awards. A chef cooked for King Bhumibol Adulyadej's birthday, which changed what people expected. People weren't sure about the hotel, so the hotel had to keep trying new things.

Sustainability in Heritage-Based Luxury

Luxury hotel brands should talk about heritage, explaining that their own heritage comes from different histories around the world. This would bring up the stories of those places. Also, luxury brands would be asked to think about how they use heritage sites and how their country has played a part in globalization. Luxury hotel brands based on heritage should think about what hotels in Europe and the US have done, since that's part of their brand. These things are clear, so people aren't as worried about using or changing them. But these ideas need to be changed to fit

the local area, not just copied. Some good ideas for luxury hotels are to put heritage first, show it off, and make locals feel like they own it. Also, hotels should work with local art and culture.

Consumer Trends in Luxury Hospitality

As marketing for luxury hotels has grown, there are more chances to stand out. People want heritage and to know about real culture. Hotels with heritage can make money from this. In Thailand, the country's plans and culture support this. Hotels can use cultural information, and many have even started teaching about culture. A heritage hotel tries to show off the sophistication of a country. These hotels were either built a long time ago or made into hotels later. Heritage can be shown in different ways: objects, stories, history, or even space. In the hotel business, heritage has become a way to show that something is real. People go to these hotels to feel and remember a real experience, but they might not get that feeling. These hotels are like new again, and they tell stories that highlight the imagination and history of a place. Guests get involved with these stories in different ways.

Impact of Globalization on Thai Heritage

Globalization has changed the world a lot. It has changed countries' money situation and their politics and culture. New technology has come out of globalization. People must change how they live to keep up. Globalization also puts local knowledge, traditions, and ways of life in danger. One thing that's happening is that people are using tourism to support heritage. But even though tourism makes money, it can make a culture less valuable if making money is more important than keeping the culture safe.

Thailand has a rich heritage. It has special cultures, foods, clothes, and buildings. But like other countries, Thailand has been affected by globalization. Because of this, people are trying to use culturally important areas as tourist spots. Because tourism has such a big effect, people are talking about cultural heritage and protecting local cultures. This idea is being looked at closely, and the effects of globalization and the understanding of heritage in Thailand will be looked at. After that, the local people will be checked to see how they're different and how they're fighting to keep their culture alive.

The Thai identity comes from cultures, traditions, and people mixing. Local cultures are important to Thai culture, but they've been affected by globalization. Globalization can bring things together and make them more alike. It can make it easier to share things, but it can also break things apart. This makes it harder to have local tourism that brings people together. There are good and bad things for local tourism. It's important to make the most of the good things and stop the bad things. Tourism developers should pay attention to how tourism affects people.



Role of Local Artisans in Hospitality

One thing that helps heritage luxury hotels get off ground is when talented artisans and local craftspeople team up with communities that have cool, unique cultures.

Recently, some Thailand-based hotel groups have been working with local artisans to fix up and restyle furniture, sculptures, decorations, and overall design for their hotels, resorts, and spas. Groups like the Founder of Bangkok 1897, and Aman have done this, but their efforts often don't last because they either do a cultural project as a one-time thing or lack teamwork, (Prompayuk and Chairatananonda, 2018). This means artisans, craftspeople, and communities don't benefit as much as they could. Right now, a lot of these groups only work together for a short time. So, there are fewer artisans, and we're losing the know-how of traditional art.

These projects usually focus on one art form, like a mural, pottery, or a garden, instead of looking at the broader Thai culture, like social customs (A. Elshaer et al., 2022). Builders might bring in artisans at the start of a project and then leave for months, only to come back for small repairs. Because only a few people have that skill, communities with great landscape designs may not get to enjoy their full cultural heritage. All those hidden treasures from the past, like old stories or rituals, could disappear. If we don't pay attention to these things, a lot of hotels will end up looking the same – fancy, but without any real history or soul.

Marketing Tricks for Heritage Hotels

Using history to market hotels is a popular strategy these days. This study looks at the marketing plans of three Thai hotels with historical status: The Sukhothai Hotel, The Mandarin Oriental Bangkok Hotel, and The Siam Hotel.

What we found: By interviewing the hotel marketing teams. I figured out four general things that all the marketing strategies have; 1) Get the Building right, 2) Tell the story, 3) Get people actively involved, and 4) Sell the good old days. By looking at the goals, benefits, and how these strategies are used, this provides benefit-value to help hotel operators get these strategies going. Using a hotel's history for marketing is a useful method to hotel management. Plus, this paper gives ideas for social media, interesting experiences, and how attitudes change toward customers (A. Elshaer et al., 2022).

The vibe, culture, and history of hotels create important memories and means a lot to society. Famous cultural places show how humans remember and have evolved to give a nation a unique identity. Protecting and sharing cultural heritage has become important for governments all around the world. Lately, countries that market themselves using their cultural things are becoming more well known. Lots of new things are being added to promote secondary sales, culture has found many other ways to be useful, which has also led to a rise in problems such as making plans for the property, branding, keeping it up, and

protecting it. The main question that is asked is how a city can make its one-of-a-kind character through cultural heritage into a refined brand. People today put more weight in liberal arts and history; nations are returning to the basics of transportation when promoting cultural heritage. While there are fears that cultural and recreational areas are becoming very commercialized, what's more important is if these places are backed by transportation and if it is organized.

Problems with Heritage-Based Luxury

Heritage-based luxury has issues like authenticity (A. Elshaer et al., 2022), foreign ownership of heritage hotels, historical areas being turned into boutique hotels, and culture being overly used (Prompayuk and Chairatananonda, 2018). This study is about the challenges that heritage-based luxury faces. It is not likely faced by the traditional hospitality sector: (1) The rise in culture-themed things like food, fashion, and books, which touches the market positioning of heritage-based luxury; and (2) the Thai government backing the “Go Thai, Be Bright,” campaign. Considering this, this study understands the competitive response of heritage hotels.

The first problem is that culture is being sold and made into something to be bought. This happens in different fields that can lead to culture experiences, that include cooking classes, cultural dinners, design shows, and cultural treatments. Besides the cost and how well it is done in a service, things such as being creative and originality of the services are important. So many services are branded as culture-based may take consumers away from heritage hotels.

What a Cultural Events Shape Hospitality

Activities that usually revolve around schedules such as seasons. They each tell a unique story or beginning regarding when the need arises; an example of this is at the end of a harvest, people would congratulate each other by planning when and where to celebrate. Over time, this occasion may have misinterpreted the start of their holiday; and would rather focus on entertainment. How they are celebrated often is affected by how many people come; and how involved the people end up becoming depends on how fun it is and the relativity of such a celebration to the guests. This helped to market these events for a specific location. Some events may not occur frequently, such as festivals, ceremonies, and cultural celebrations that usually happen once a year.

These are planned out to last by benefits such as advertising and promotional (Chayasirisobhon and Batra, 2019). It may depend on who will be at the event such as a celebrity persona, athletes, or family of high class. The attention of participation is determined by the importance of celebration or the event organizer. Many parties, such as the government, departments of buildings, including the resources allocated to specific firms or organizations, often host the event. Activity preparation takes time because of



the knowledge and details it takes to pass down. The details are then redistributed through media, social platforms, and conversations which determine how the audience understands each celebration. A successful celebration can bring about further communication which leads to the welcoming from accommodation and hospitality; both processes can come about outside settled processes. Prior arrangements would need to begin early, which depending could take some time based on restraints beforehand.

What's the future of Heritage-Based Luxury look like in Thailand?

Valuable treasures become brighter as does the quality of black pearls, which is something of nature's most prize. Through warriors and their important and invaluable parts of historical value are integrated into the highest Thai level. The focus isn't the exterior, and quiet nature holds valuable pieces. These awaken and revitalize the day to day living. This is a new form of daily living with new intellectual satisfaction and to spoil your senses. After the pandemic there has been an increase in multinational luxuries that have made themselves prevalent. Heritage is not of history, it is the cultural aspects that are accumulated daily within civilizations, grand origins, and across many other generations. Before 1937 all national artifacts treasures would be conserved by the National Archaeological Institute and is of great importance. UNESCO guarantees heritages that include cuisines and arts, these are important necessities for wealth (Prompayuk and Chairatananonda, 2018).

The Nation's knowledge becomes the intelligence asset while the nation's capacity for history, preservation, and publishing showcases the core of the Nation. Such is a security that cannot be invaded. Heritage continues to evolve, which results in wisdom, it continues to grow past the quick monetary advantages (A. Elshaer et al., 2022). Equality pushes itself and continues to showcase smaller one-of-a-kind heritages.

Comparative Analysis with Other Countries

In the 1700s, the Dutch royal family enjoyed espresso and became fans of Chinese porcelain. Louis, the heir to the throne, really liked Berginale Japan porcelain coffee pots. In 1790, he asked D.I. Schilling to make a copy. While Dutch porcelain factories were still trying to create fancy porcelain, Schilling made 43 hard-paste porcelain pieces. He decorated them with gold and kuroki surinuri lacquer. The royal family loved the creative results. Louis also ordered a special work – a day coach with porcelain details and a cake basket. This porcelain was presented to the queen on her 18th birthday. Queen Beatrix visited the Museum of the Prince of Orange-Nassau, where a porcelain exhibition was opened (Chayasirisobhon and Batra, 2019). Many people still believe that honoring the dead can lead to resurrection in the next life.

King Rama IX's death had a big impact. The public was deeply saddened, but palace mourning followed a strict protocol. People paid their respects by going on a pilgrimage to seven Royal temples in the city. This route was a way for the whole nation to mourn together for a week (even in conflict areas, people gathered to grieve as one). A feeling of unity brought everyone together, from airport workers and street vendors to schools and transportation staff. They showed great welcome and honored the King's body as it returned to Nakorn Ratchasima. Similar respect was shown across the city (A. Elshaer et al., 2022).

A nine-day mourning period was held at the Grand Palace before the cremation. Murals showed the early life of King Rama IX, focusing on his humble nature and lack of public attention. For nine nights, the King's life story was the focus. A show with the King's documentary helped ease the sadness. The day before the cremation, a royal document was read, first about the King as a son and husband, and then as a ruler. The funeral day turned into a celebration of the sovereign's glory. Buddhist rites, music, and chanting accompanied the event.

Luxury Stays in Vietnam

Because of the rise in luxury goods and services in Vietnam, a lot of luxury brands have moved in. Sales of luxury fashion, accessories, and makeup are about \$900 million each year and should double by 2016 (Schuh, 2013). Vietnam was called one of the world's hottest luxury markets in a 2011 report. The report said there was more wealth and a strong desire for luxury goods. A survey said Vietnam is one of the fastest-growing markets for luxury products.

New luxury hotels, such as the Hotel de L'Opera near Hoan Kiem Lake, appeared after old buildings were renovated from 2003-12 (A. Elshaer et al., 2022). Heritage hotels and resorts began in cities and rural areas to take advantage of the interest in spots with history. Ninety hotels are labeled as heritage hotels by Vietnam's tourism group. These hotels try to be unique by using real buildings and cultures. They use heritage sites to attract travelers. Old-fashioned interiors and relaxing spaces, which focus on culture, are added to the hotels along with local heritage. In heritage areas, traditional culture and unique designs come together with five-star services. Using brands people like is good for these hotels, where visitors can feel the culture through friendly staff. Both modern and established styles can create special travel experiences, while heritage hotels use local styles to make things feel authentic.

Heritage Luxury in Indonesia

Indonesia's cultural economy is worth about \$11.9 billion, or 7.5% of its GDP. It's growing by over 12% each year (Nengah Tela, 2017). Tourism is Indonesia's main industry (27.1% of the economy) and is mostly based on cultural or heritage tourism (B. Salazar, 2011). Heritage luxury means



a luxury travel option that shares, shows, and organizes a place's culture and past by using its history, traditions, memories, and values.

Government Help

Thailand's tourism industry comes from Buddhism and Thai culture. Thai Massage is even known as an important cultural tradition. Because of this, the Thai government has helped spa and wellness businesses since 2000. Thailand is like a healthcare getaway in Asia. The government, along with the Tourism and Sports Ministry, created a Health and Wellness Tourism in Thailand Strategy to make the country a top Health, Wellness Tourism Destination. This plan was part of the 12th National Economic and Social Development Plan to help the tourism business grow and boost the country's economy. Related to Thai medicine, rules have been made to get local groups, public and private businesses, and people to help promote Thai healing practices.

There are eight important plans:

- Rules for promoting and managing Thai medicine.
- Plans for growing and standardizing Thai medicinal plants.
- Plans for improving plant processing.
- Efforts to train people in Thai medicine
- Ways to promote Thai medicine.
- Reviewing the plans,
- Local government help
- Partnerships
- 17. How COVID-19 Affected Hotels

The COVID-19 pandemic has hurt travel and the hospitality business. Hotels have low bookings and revenue or have even closed. Thailand's history is great for its hotels. The research looked at how COVID-19 has impacted luxury hotels in Thailand that use history. Records were gathered through interviews with people from these hotels and used thematic records. The results say that the pandemic caused travel and tourism to lessen, causing hotels to close and lower their budget.

Rules on hotels led to low occupancy and loss. The disease also led to a decrease in group travel. The possibilities for the tourism and hospitality business during post-COVID-19 showed that health must be considered. Thailand will need to get used to new changes and health when involved in tourism (Rittichainuwat et al., 2020). Thailand will focus on family travel.

No group travel became new rules. Internal resources became good. Planning would also focus on domestic. Internet marketing would be continued. Promotion through the media came out. The chance was to travel by vehicle. Big travel markets would be completely closed (Piboonrunroj et al., 2023). For Thailand's hospitality industry to fully recover, a new vaccine would be needed for at least 2 years. Rapid testing would be used.

Thailand's hospitality would use domestic markets. The eco-culture market would be intensified. Closures were going to occur. New campaigns were needed to capture attention.

Consumer Perception of Heritage Luxury

Consumer Perception of Heritage Luxury is about how people view and purchase fancy goods and experiences that are tied to tradition. This can range from physical items to less concrete things, like today's products and services.

There are six key things that stand out: formal ceremonies, the setting, feelings of nostalgia, local ties, cultural symbols, and past experiences. People see heritage luxury in different ways, depending on their own background and what they value. They also have different preferences based on the type of heritage luxury we're talking about.

In the hotel business, heritage can mean both physical and less physical things. On the one hand, it includes things you can touch like the building's design, inside and outside, the quality of the service, the food and drinks, and the employee uniforms. These things create a setting where hotel guests can relive the past. On the other hand, it also includes things like the hotel's branding and ads, how well known the brand is, the messages and symbols used, past visits, and special heritage-themed activities.

Luxury companies that focus on heritage can protect themselves from competitors by preserving the physical aspects of their heritage and their connections to culture and history. These things are hard to copy. Instead, how heritage is seen affects what products and brands people like, because it makes them seem luxurious. This feeling of luxury is how people connect authenticity with satisfaction. Across different types of hospitality, hotels with a strong sense of heritage are usually liked because of their beauty, authenticity, skill, and the stories behind them. Hospitality that feels luxurious because of its heritage, is mainly liked for how it tells a story, the experiences it offers, and any heritage-themed games. Coming up with colorful routes to create heritage luxury experiences can be a good idea for luxury areas that focus on heritage stories. People sharing their hospitality experiences through reviews and social media helps to advertise and sell tourism worldwide on a virtual platform where people can experience things. Selling a place's heritage can sometimes make it seem fake. As an extra perk or added fee, places can act as special experience centers, giving hotel guests more choices and freedom in a luxury product or service.

Technological Changes in Heritage Hotels

Technology is needed to make cultural heritage interesting to visitors and the local community. It is also needed to look at tourism in a new way. There are different ways in which cultural heritage is being used. In this case, augmented reality (AR) is a common technology, connecting with cultural goals of realness and many



dimensions. The hotel has online and phone options to see the cultural views, encouraging an increase in understanding. Different writings, pictures, videos, and sound explanations are made for people to see the culture online. AR phone apps allow for meetings, applications, and building identification. Important events are on the internet to grow understanding of the culture, city, and heritage.

The current money, social, and environmental changes are touching the hospitality, tourism, and restaurant areas. Online advancements, themed towns, restaurants and hotels, and wellness places are today's movement. An aging society, age and wellness, foreign movement are under social changes. But the boom of starting companies and rise of keeping things alive for the future, business honesty, and social responsibility relate to environmental ones. Other research areas in hospitality, tourism, and restaurant management are heritage and keeping things alive for the future, smart tourism, phone design, many generations of HRM, digital restaurants, rethinking consumer research, and involving explanations. With different results and things, technology has been touching on how places of heritage are viewed. Recent studies have viewed augmented reality (AR), location, and internet technologies focusing on different results, such as interactivity and fun. There is a missing research question regarding how AR is experienced, lifetime and things touching heritage and tourism growth with results for tourism and hospitality research and life.

Culinary Heritage and Luxury Hospitality

In recent years, Thailand's hospitality area has grown a lot, with the spread of luxury properties is the industry's most important movement. As the hospitality market grows, clients will have more unique experiences. Luxury players must change quickly and accept custom to keep giving expertly done products and services. Connecting with different things ranging from the huge money weakness between property interests and the cultural places supported, the years of the economic depression saw falls in the luxury hotel area all over Asia, because of rising competition from cheap hotels. In the late 2000s, the luxury hotel part in Thailand was revitalized by another group, led by non-traditional hotel companies that were excited to use the growing tourism demand. These new hotels started to tap into a cultural rebirth in the country, born from strong money and cultural thankfulness. Some properties wanted different styles, breaking away from old ways to express a modern cultural view, while other hotels liked to add to their existing product with culture activities. These two creative views have shown a change from fashion-based luxury to heritage-based luxury.

As what grows with the rise of heritage-based luxury in the hospitality sector, more study is needed to better understand the cultural expression on modern society. The culinary path shows how culture and creativity are shown in culinary arts as cultural through authentic local foods.

Street food places are understood as heritage restaurants showing local food culture within a hospitality setting. These restaurants' functions are looked at to find a naming structure — it also names hybrid heritage restaurants into “unwoven-type” and “woven-type.” Further reviews of Thailand's street food scene find ingredient problems and health issues, and eating places are changed to heritage restaurants. Thai salad food stalls show the possibility for understanding as heritage restaurants because of their realness. These heritage-based luxury businesses draw respect and love for local food culture. Culinary thought through food culture increases realness and luxuriousness, leading to high pleasure. Heritage-based luxury in the Thai hospitality sector cultural growth by first-kind new ideas showing cultural rebirth and the politics of changing place identity.

Wellness Tourism and Heritage

Heritage tourism points to travel with the main goal of learning about a location's culture (A. Elshaer et al., 2022). Tourists looking for heritage tourism seek experience and personal history, often being sure they are a part of the previous history or memories. Tourists' needs for heritage tourism include wanting to live with the same local ideas, art, ways, and cultures of the heritage area. Today, heritage hotels have become widespread places for sleeping within the hospitality area. At first, heritage hotels were built to keep values and to share heritage with local communities and poor children. However, the presence of the heritage tourism boom has made heritage hotels unique places for sleep, thereby attracting many foreign tourists as a side trip for taking part in luxury experiences while learning about heritages of the heritage area. Tourists use these heritage hotels as normal hotels that provide emotion, beauty, personal, and symbolic values. Also, these hotels provide both heritage experiences and sleep at the same time.

Changes to old buildings have been announced to energize historic areas in cities. These heritage hotels have stories of the past, helping guests who are history fans. They may be old palaces, forts, houses, factories, stores, castles, churches, or prisons. The changes to historic buildings as heritage hotels are final aids in the growth of the tourism area of the country. However, most of such studies have been done in Western areas, leading to a lack of understanding of this current-type heritage hotel in growing areas like Thailand. Most heritage hotels in the developing countries, those in Thailand, were built or changed from the end of a year with building material of brick, wood. The change of grand buildings into high-end heritage hotels has continued to grow. Being well-recognized by travelers, heritage hotels complement the bad site hotels. Apart from being grazed by modern times, historic buildings of the colonial time have participated in tourism boom (Prompayuk and Chairatananonda, 2018).



Community Involvement in Heritage-Based Luxury

Heritage values are important as they nurture the sense of sameness and belonging. Heritage tourism is a trip where you learn about the main cultures (A. Elshaer et al., 2022). The heritage tourism area has risen, as tourists' reasons change, where for any new travel area, they are seeking how much the area keeps originality (Prompayuk and Chairatananonda, 2018). Research shows that tourists have a personal historic heritage experience in the area and tend to join more towards heritage sites rather than normal ones. They would like to be in the local ideas and ways.

A common accommodation that attracts tourists is the heritage hotel idea, which gives luxury lodging service. Heritage hotels have been seen as heritage lodging experience. Many heritage hotels are made within historic buildings, which serve as a site that would show the former days and the operator's life. The main sources that heritage hotels provide are the building itself and the hotel experience.

Heritage hotels attract tourists, providing service. These heritages include the building's history, promotion, keeping the building, written history, and displayed photos.

Moral Things in Heritage Tourism

With growing worried over the possible danger of heritage tourism on the honesty of the cultural heritage, care is rising. Such morals are leading to demands for more responsible tourism (Prompayuk and Chairatananonda, 2018). There is a clear view of what government acts in tourism. Heritage general, cultural heritage, have been put into the tourism service destination, with a coming change of culture tourism, cultural heritage tourism, cultural tourism, and heritage-based tourism. Actors in heritage tourism are seen as making sure heritage is made into a good product that satisfies tourism market demand. In Thailand, heritage tourism should be introduced to the lodging of heritage. Heritage that shows real heritage should be identified, and the heritage should be looked at and made. Each is different.

III. CONCLUSION

After years of tough times, many of Thailand's 500 ethnic groups are becoming more noticeable, and some are even getting a bit of a boost. Due to the recent focus on culture after the coup, pushed by both the military government and civil society, these groups are now part of tourism plans. The goal is to use them to improve Thailand's image and foreign policy. This increased attention to Thailand's cultural history shows a period of widespread cultural revival, which also coincides with a jump in tourism that focuses on these groups.

This new interest in promoting and keeping cultural communities alive is a big change for these long-standing ethnic groups. Before, their numbers were shrinking, and

their languages, cultures, and customs were often suppressed by the main Thai population and government. However, this cultural comeback and the growth of tourism based on heritage also have their downsides, especially for those who are keen to promote these groups as unique tourist spots. If local communities want to control their own development and tourism in a way that benefits everyone, including tourists and the public, people need to be more aware of these issues. Plus, stakeholders need to take thoughtful and proactive steps.

This study looks at the possible future of luxury heritage tourism in Thailand, paying attention to how it's spread out and managed. It also considers how ethnic groups are used and understood within the context of this national cultural revival, which is creating new ways to protect the futures of these communities and their diversity. This involves examining Thailand's cultural revival since 1999, how hotels and tourism are developing and becoming distinct, attempts to create culturally based luxury experiences, the current situation, future possibilities, and some final thoughts.

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