Preferred Attributes of Luxury Chain Hotels in Bangkok to Enhance Guest Trust in Accommodating Senior Travelers

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Abstract

This research examines the preferences and experiences of senior foreign travelers staying at luxury chain hotels in Bangkok, aiming to uncover key factors that contribute to guest satisfaction and trust. A survey of 400 respondents was conducted to gather data on demographic characteristics, travel behaviors, and satisfaction levels.

The findings reveal a diverse profile of senior travelers, with a slightly higher proportion of females and a majority holding at least a Bachelor's Degree. Income distribution indicates that a significant portion of respondents report relatively higher incomes, with the majority falling within the range of USD 2,501 to USD 5,000.

Regarding travel behaviors, relaxation emerges as the primary motive for travel among senior travelers, with the internet being the main source of trip information. The study also highlights preferred activities, with relaxation and sightseeing being the most favored. Furthermore, the research identifies key attributes of luxury chain hotels that enhance guest trust and satisfaction, including tangibility, reliability, responsiveness, assurance, empathy, core benefits, and entertainment/technology. Attributes such as modern and comfortable furniture, well-trained staff, and efficient service delivery play crucial roles in shaping the guest experience and fostering trust in hotel services.

Overall, this study provides valuable insights into the needs and expectations of senior foreign travelers in luxury chain hotels, offering actionable recommendations for hoteliers to tailor their offerings and services to better accommodate this important market segment.

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คุณลักษณะที่ต้องการของโรงแรมเครือข่ายแบบหรูหราในกรุงเทพมหานครเพื่อเพิ่มความไว้วางใจของแขกในการรองรับนักเดินทางอาวุโส

อภิญญา จันทร์คำ[1], จิดาภา มหาการะเกตุ[1] และ ภิสันติ์ ตินะคัต[1*]

บทคัดย่อ

  งานวิจัยนี้ตรวจสอบความชอบและประสบการณ์ของนักเดินทางอาวุโสชาวต่างชาติที่เข้าพักในโรงแรมเครือข่ายแบบหรูหราในกรุงเทพฯ โดยมีวัตถุประสงค์เพื่อค้นหาปัจจัยสำคัญที่ส่งผลต่อความพึงพอใจและความไว้วางใจของแขก การสำรวจผู้ตอบแบบสอบถาม 400 คนได้ดำเนินการเพื่อรวบรวมข้อมูลเกี่ยวกับลักษณะประชากร พฤติกรรมการเดินทาง และระดับความพึงพอใจ

  ผลการวิจัยแสดงให้เห็นโครงสร้างที่หลากหลายของนักเดินทางอาวุโส โดยมีสัดส่วนของผู้หญิงที่สูงกว่าเล็กน้อย และส่วนใหญ่สำเร็จการศึกษาระดับปริญญาตรีเป็นอย่างน้อย การกระจายรายได้บ่งชี้ว่าผู้ตอบแบบสอบถามส่วนใหญ่มีรายได้ค่อนข้างสูง โดยส่วนใหญ่อยู่ในช่วง 2,501 ถึง 5,000 ดอลลาร์สหรัฐ ในด้านพฤติกรรมการเดินทาง การพักผ่อนหย่อนใจถือเป็นแรงจูงใจหลักในการเดินทางของนักเดินทางสูงวัย โดยมีอินเทอร์เน็ตเป็นแหล่งข้อมูลหลักในการเดินทาง การศึกษายังเน้นย้ำถึงกิจกรรมที่ต้องการ โดยการพักผ่อนและการเที่ยวชมสถานที่เป็นที่ชื่นชอบมากที่สุด

  นอกจากนี้ การวิจัยยังระบุคุณลักษณะที่สำคัญของโรงแรมเครือข่ายแบบหรูหราที่ช่วยเพิ่มความไว้วางใจและความพึงพอใจของแขก ได้แก่ การจับต้องได้ ความน่าเชื่อถือ การตอบสนอง ความมั่นใจ ความเห็นอกเห็นใจ ประโยชน์หลัก และความบันเทิง/เทคโนโลยี คุณลักษณะต่างๆ เช่น เฟอร์นิเจอร์ที่ทันสมัยและสะดวกสบาย พนักงานที่ได้รับการฝึกอบรมมาอย่างดี และการส่งมอบบริการที่มีประสิทธิภาพ มีบทบาทสำคัญในการสร้างประสบการณ์ของแขกและเสริมสร้างความไว้วางใจในบริการของโรงแรม

  โดยรวมแล้ว การศึกษานี้ให้ข้อมูลเชิงลึกอันมีค่าเกี่ยวกับความต้องการและความคาดหวังของนักเดินทางอาวุโสชาวต่างชาติในโรงแรมเครือข่ายแบบหรูหราโดยเสนอคำแนะนำที่สามารถนำไปปฏิบัติได้สำหรับผู้ประกอบการโรงแรมเพื่อปรับแต่งข้อเสนอและบริการของตนให้สามารถรองรับกลุ่มตลาดที่สำคัญนี้ได้ดียิ่งขึ้น

คำสำคัญ: โรงแรมเครือข่ายแบบหรูหรา; นักเดินทางอาวุโส ความไว้วางใจของแขก; การชื่นชอบในที่พัก

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1. Background and Significant of the Problem

The aging global population, projected to double by 2050 according to the UN, underscores the rising significance of the senior citizen market (He et al., 2020). Elderly individuals today lead active lives, enjoy improved health, and show a keen interest in travel, even during off-peak seasons. This demographic shift has profound implications, particularly in travel and tourism. Over the past decade, the senior travel market has seen significant growth, driven by elderly tourists, notably from Europe and North America. With substantial disposable incomes and extended travel periods due to retirement, they contribute to the booming senior tourism sector, benefiting businesses amidst seasonal demand fluctuations. The senior tourism market is poised for significant growth, with individuals aged 60 and above projected to undertake over 2 billion international trips by 2050, a notable increase from 593 million in 1999 (Zhou, 2022). Destinations catering to elderly travelers can shift tourism trends from peak to off-peak seasons. In Asia, the luxury hospitality and tourism market, particularly for senior travelers seeking upscale services, is expanding (Wang et al., 2020). Thailand, in particular, has experienced rapid growth in its senior travel sector, with efforts from both businesses and the government to enhance services and position the country as a senior-friendly destination (Liew et al., 2021). The Tourism Authority of Thailand (TAT) plays a pivotal role in marketing the country's tourism to foreign visitors, contributing about 45 billion baht (US31.22 billion) annually, or 18.6% of Thailand's tourism revenue (Fakfare et al., 2020). Recent data shows growth in inbound tourists aged 55-65, particularly from Japan, the USA, UK, Germany, and France, attracted by Thailand's cultural experiences, natural wonders, historical sites, beautiful beaches, and cuisine (Chapman, 2023). To remain competitive, the Thai tourism industry must adapt its marketing strategies to evolving tourism landscapes, focusing on digital, sustainable, innovative, and relationship marketing, especially in the luxury segment. Understanding diverse travel motivations is crucial for hotel businesses to enhance customer satisfaction, particularly among senior guests, who value trust highly when choosing accommodations. Building trust through consistently exceeding expectations fosters repeat business and positive recommendations, allowing hotels to tailor services to meet the specific needs of senior customers effectively.

Bangkok, a global tourism hub, is popular among senior travelers, making it an ideal location for research on luxury chain hotels (Chimbanrai, 2021). Insights gained from studying

these hotels in Bangkok are applicable globally. With its rich cultural heritage, Bangkok offers opportunities to explore how luxury hotels cater to seniors seeking cultural experiences. Understanding this dynamic is increasingly relevant, given luxury tourism's significant contribution to Bangkok's economy. Insights from studying senior travelers' preferences can enhance the city's competitiveness. Bangkok's luxury hotels serve as benchmarks for global best practices, and research in this area can advance industry standards, improving the accommodation experience for seniors. The aging population is transforming tourism, notably in the senior travel sector, driven by rising numbers of elderly tourists with substantial disposable incomes. Thailand's emphasis on senior tourism highlights the importance of catering to this market, particularly in luxury hotels, to stay competitive and ensure guest satisfaction. Building trust and delivering memorable experiences are vital for success in this growing segment.

2. Research Objectives

To investigate the preferred attributes of luxury chain hotels in Bangkok enhancing guest trust in accommodating senior travelers

3. Literature Review

3.1 Attributes of Luxury Chain Hotels

The literature on luxury chain hotels emphasizes distinctive features across several dimensions (Lai & Hitchcock, 2017; Luna-Cortés et al., 2022). Tangibility encompasses opulent architecture, sophisticated design, and state-of-the-art facilities, creating an exclusive atmosphere. Reliability underscores consistent and dependable services, crucial for guest satisfaction and loyalty. Responsiveness involves promptly addressing guest needs, vital for personalized service. Assurance focuses on staff competence, courtesy, and credibility, fostering guest trust through transparent communication. Empathy entails understanding and catering to guests' unique needs, building emotional connections and loyalty. Core benefit signifies the luxurious and exclusive experience central to the hotel's positioning. Entertainment includes curated events that enhance the guest experience. Technology integrates advanced systems like smart rooms, enhancing guest convenience.

3.2 Customer trust

The literature on customer trust in luxury chain hotels emphasizes cognitive and affective dimensions, crucial for senior travelers (Lai & Hitchcock, 2017; Luna-Cortés et al., 2022). Cognitive trust involves rational assessments like service consistency and reliability. Seniors value transparent services and consistent experiences, fostering cognitive trust. Affective trust stems from emotional connections and personalized experiences. Seniors seek a welcoming atmosphere and tailored services, fostering affective trust. Both trust dimensions rely on consistency, especially in comfort and safety. Transparent communication enhances cognitive

trust, while personalization drives affective trust. Positive brand reputation boosts cognitive trust, and emotional branding fosters affective trust.

3.3 Senior traveler

Senior travelers, typically aged 60 and older, seek leisure experiences, leveraging retirement and flexible schedules (Amaral et al., 2020; Chen et al., 2021). Senior travelers prioritize accessibility, comfort, and age-appropriate services. The growing global market underscores the economic importance of meeting these preferences. The study examines how luxury chain hotels in Bangkok adapt to senior needs, focusing on health, mobility, and leisure. Addressing these needs enhances guest experiences, building trust through reliability, transparency, and emotional connections. Service quality, personalized offerings, and technology integration are key strategies to maintain consistency and meet senior expectations, ensuring satisfaction and trust.

3.4 Research conceptual framework

From the literature review of the research entitled, "Preferred Attributes of Luxury Chain Hotels in Bangkok to Enhance Guest Trust in Accommodating Senior Travelers", the researchers can propose the research conceptual framework with the observed variables as illustrated in Figure 1.

The conceptual framework outlines key attributes of luxury chain hotels. Tangibility, with opulent architecture and state-of-the-art facilities, creates an exclusive atmosphere. Reliability ensures consistent service satisfaction, while responsiveness provides personalized care. Assurance, demonstrated through competent staff and transparent communication, builds trust. Empathy fosters emotional connections by meeting unique guest needs. Entertainment and smart technology enhance convenience. Customer trust, crucial for senior travelers valuing transparency, comfort, and safety, guides hotel strategies in Bangkok. Personalization and technology integration maintain service quality, meeting senior expectations and fostering trust in luxury hospitality.

4. Research Methodology

4.1 Population and Sample

The Economics Tourism and Sports Division of the Ministry of Tourism and Sports Thailand reported 4,245,647 senior foreign visitors to Thailand in 2023 (Fakfare & Wattanacharoensil, 2023). This study focuses on senior foreign guests at luxury chain hotels in Bangkok. To determine the sample size, researchers use Cochran's formula with a 95% confidence level, a significance level of 0.05, and a Z-value of 1.96 (Adhikari, 2021). With a variance of 5% and a population proportion of P = 0.5, they select a sample size of 400. Permission from hotels has been obtained to collect data, distributed by guest service agents to maintain guest privacy, ensuring simplicity in data processing and facilitating study findings.

Figure 1

Research conceptual framework with observed variables
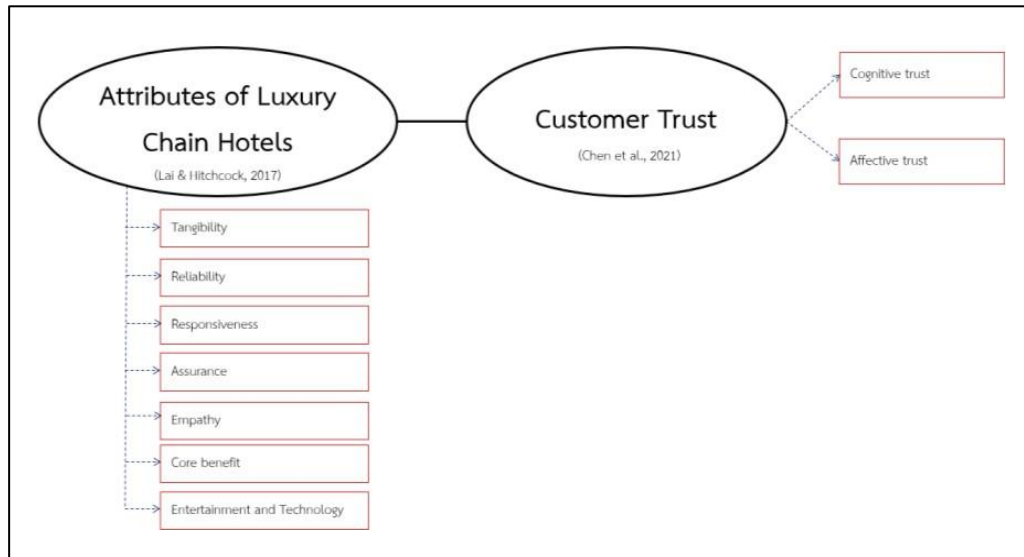
4.2 Research Tools

Researchers create a quantitative questionnaire to gather data from senior foreign guests at luxury chain hotels in Bangkok, focusing on hotel attributes and trust. The process involves developing, refining, and structuring the questionnaire based on study goals and theoretical concepts. Feedback from an advisor ensures quality, leading to revisions and finalization before data collection from the designated sample group.

4.3 Data Collection

The research analyzes 20 luxury chain hotels in Bangkok, selected based on traveler rankings from TripAdvisor. Permission is sought from these hotels to distribute questionnaires to their guests discreetly, respecting privacy. If hotel guests decline, questionnaires will be distributed to senior tourists outside. The electronic questionnaire, hosted on Google Forms, is shared via the researcher's network, including friends and community pages on Facebook. Questionnaire completeness is verified upon receipt, with a return rate threshold of over 20% considered acceptable (Aaker et al., 2001).

4.4 Data Analysis

The study employs descriptive statistics to analyze demographics and assess opinions on luxury hotel attributes and customer trust. Statistical software calculates frequencies, percentages, means, and standard deviations to interpret questionnaire responses according to established criteria (Cooksey, 2020).

5. Results

Originally, there were 425 questionnaires distributed to the respondents, but there were just 400 questionnaires that could be analyzed in this study because of the completion of the data. The result will show the average in each issue in luxury hotel chains in Bangkok by collect the survey data of senior foreign visitors who travel to Thailand. The survey data in questionnaire are divided for 2 parts that as follow:

5.1 Respondent's demographic information & Travel behavior

The gender distribution among senior foreign visitors in luxury chain hotels in Bangkok reveals 180 males (45%) and 220 females (55%), indicating a slightly higher proportion of female travelers. Regarding education, 65% hold a Bachelor's Degree, while 30% possess education beyond that level. For income, 25% earn less than USD 1,000, 10% earn between USD 1,001 and USD 2,500, and 72.5% earn between USD 2,501 and USD 5,000, with 15% earning over USD 5,001. Marital status shows 10% single, 55% married with children, 17.5% married without children, and 17.5% separated or divorced. This data underscores the diversity among senior travelers, with a majority having higher education levels, relatively higher incomes, and various marital statuses. The survey highlights diverse travel behaviors among senior foreign visitors. Geographic origins varied, with 45.75% from Asia, 23.25% from Australia & Oceania, and 31% from Europe. Bangkok visit frequency ranged from first-timers (15.5%) to those who visited 6-10 times (55.25%). Stay durations mostly fell within 7-9 nights (60.25%), with 6.5% extending beyond 9 nights. Travel companionship varied, with 40.5% traveling with family. Relaxation (54.75%) drove most trips, with the internet (31.75%) as the primary information source. Activities favored included relaxation (65.5%) and sightseeing (17%). Online travel agencies (36.25%) were preferred for hotel reservations, while reputation (22.25%) and marketing promotions (19%) influenced hotel selection, revealing diverse preferences and decision-making factors.

Table 1

Attributes of luxury chain hotels in Bangkok to enhance guest trust in accommodating senior travelers

Attributes	Mean	Standard Deviation	Level of Satisfaction	Rank
1. Tangibility				
Hotel has modern and comfortable furniture.	4.55	0.87	Most satisfied	1
Hotel has an attractive interior and exterior.	4.53	0.76	Most satisfied	2
Hotel has clean and comfortable rooms.	4.34	0.81	Satisfied	4
Hotel has spacious rooms.	4.39	0.87	Satisfied	3
Total	**4.45**	**0.83**	**Satisfied**	

Table 1 (con't)

Attributes	Mean	Standard Deviation	Level of Satisfaction	Rank
2. Reliability				
Hotel staff provided the service correctly the first time.	4.39	0.79	Satisfied	3
Hotel staff are well trained and knowledgeable.	4.55	0.73	Most satisfied	1
Hotel staff have good communication skills.	4.32	0.88	Satisfied	5
Hotel staff bill customers correctly.	4.45	0.86	Satisfied	2
Hotel staff provide accurate information about hotel services.	4.37	0.95	Satisfied	4
Total	**4.42**	**0.84**	**Satisfied**	
3. Responsiveness				
Hotel staff are happy to assist customers promptly.	4.32	0.87	Satisfied	4
Hotel has staff ready to serve you.	4.37	0.74	Satisfied	3
Hotel staff provide fast check-in and check-out service.	4.39	0.83	Satisfied	2
Hotel serves a quick breakfast.	4.45	0.80	Satisfied	1
Total	**4.38**	**0.81**	**Satisfied**	
4. Assurance				
Hotel staff are friendly.	4.34	0.88	Satisfied	3
Hotel staff always provide humble and courteous service.	4.45	0.94	Satisfied	1
Hotel staff have the ability to reassure customers.	4.37	0.89	Satisfied	2
Total	**4.39**	**0.90**	**Satisfied**	
5. Empathy				
Hotel staff pay special attention to customers.	4.47	0.75	Satisfied	2
Hotel staff can specify the customer's name.	4.29	0.81	Satisfied	5
Hotel staff can understand customer needs.	4.50	0.93	Satisfied	1
Hotel staff always listen to complaints carefully.	4.39	0.89	Satisfied	4
Hotel staff have the ability to solve problems.	4.45	0.84	Satisfied	3
Total	**4.42**	**0.84**	**Satisfied**	
6. Core benefit				
Hotel offers quiet rooms.	4.45	0.91	Satisfied	1
Hotel provides room security.	4.42	0.92	Satisfied	3
Hotel provides security and safety at the hotel.	4.37	0.90	Satisfied	5

Table 1 (con't)

Attributes	Mean	Standard Deviation	Level of Satisfaction	Rank
Rooms are equipped with bedding such as mattresses, pillows, sheets and comforters that are comfortable and clean.	4.39	0.76	Satisfied	4
Hotel provides things in the room for normal use such as air conditioners, lighting, bathrooms, refrigerators, etc.	4.45	0.82	Satisfied	1
Total	**4.42**	**0.86**	**Satisfied**	
7. Entertainment and Technology				
Hotel has facilities for children. (Playground babysitter, swimming pool, etc.)	4.53	0.77	Most satisfied	1
Hotel has convenient, modern, and easy-to-use in-room technology.	4.37	0.91	Satisfied	3
Hotel uses technology such as online booking, hotel website, hotel direct email, and conducting internet banking transactions that facilitates customers.	4.39	0.83	Satisfied	2
Total	**4.43**	**0.84**	**Satisfied**	

The ratings of tangibility attributes in luxury chain hotels highlight that guests find modern and comfortable furniture, as well as attractive interior and exterior designs, highly satisfying, with means of 4.55 and 4.53 respectively. Clean and spacious rooms also receive positive ratings, with means of 4.34 and 4.39 respectively. In terms of reliability, well-trained and knowledgeable staff are the most satisfying attribute, rated at 4.55. Accurate billing and correct information about hotel services also contribute positively, with means of 4.45 and 4.37 respectively.

Guests express satisfaction with responsiveness, particularly with quick breakfast service, rated highest at 4.45. Fast check-in/check-out and attentive staff further enhance satisfaction, with means of 4.39 and 4.37 respectively. Assurance attributes such as humble and courteous service receive a high satisfaction rating of 4.45. Staff friendliness and reassurance abilities also positively impact guest satisfaction, with means of 4.34 and 4.37 respectively.

Regarding empathy, guests are satisfied with understanding customer needs and attentive service, rated at 4.50 and 4.47 respectively. Attributes like problem-solving and attentive complaint handling also contribute positively, with means of 4.45 and 4.39 respectively. Core benefits such as quiet rooms and essential room amenities are highly satisfying, each receiving a mean of 4.45. Room security is also well-rated, at 4.42, contributing to overall guest satisfaction. In entertainment and technology, facilities for children receive the highest satisfaction rating at 4.53. Technology facilitating convenience, such as online booking and modern in-room amenities,

also enhances satisfaction, with means of 4.39 and 4.37 respectively. These attributes collectively contribute to guests' overall satisfaction with their stay experience.

Table 2

Enhancing customer trust in services to accommodate senior travelers

Attributes	Mean	Standard Deviation	Level of Satisfaction	Rank
1. Cognitive trust				
I believe this hotel chain conducts business with professionalism and dedication.	4.53	0.71	Most satisfied	1
I believe in the workability of this hotel chain.	4.29	0.90	Satisfied	5
I can trust this hotel chain to serve me carefully.	4.53	0.85	Most satisfied	1
I am confident in this hotel chain's ability to conduct business professionally.	4.37	0.84	Satisfied	3
I can confidently rely on this hotel chain.	4.34	0.78	Satisfied	4
Total	**4.41**	**0.82**	**Satisfied**	
2. Affective trust				
I will feel a personal connection with this hotel chain.	4.47	0.91	Satisfied	1
I feel that this hotel chain will respond carefully to me as a customer.	4.34	0.85	Satisfied	3
3. Cognitive trust				
I feel that this hotel chain will show a warm and caring attitude towards me.	4.42	0.86	Satisfied	2
I feel that this hotel chain cares about maintaining a good relationship with me.	4.32	0.72	Satisfied	4
Total	**4.39**	**0.84**	**Satisfied**	

In terms of cognitive trust, guests express overall satisfaction with the hotel chain's professionalism and dedication. Attributes such as "I believe this hotel chain conducts business with professionalism and dedication" and "I can trust this hotel chain to serve me carefully" received the highest satisfaction ratings, both with means of 4.53, ranking them as the most satisfying attributes. Meanwhile, "I am confident in this hotel chain's ability to conduct business professionally" and "I can confidently rely on this hotel chain" were also considered satisfying, with means of 4.37 and 4.34, respectively. Regarding affective trust, guests express satisfaction with the hotel chain's ability to foster a personal connection and provide attentive care.

Attributes such as "I will feel a personal connection with this hotel chain" and "I feel that this hotel chain will show a warm and caring attitude towards me" received the highest satisfaction ratings, both with means of 4.47 and 4.42, respectively, ranking them as the most satisfying attributes. Meanwhile, "I feel that this hotel chain will respond carefully to me as a customer" and "I feel that this hotel chain cares about maintaining a good relationship with me" were also considered satisfying, with means of 4.34 and 4.32, respectively.

6. Conclusions and discussion

The research provides insights into demographics and travel behaviors of senior foreign visitors at luxury chain hotels in Bangkok. A slightly higher proportion of female travelers suggests a shift where women may travel independently or in social groups. Most seniors hold at least a Bachelor's Degree, indicating educated guests with high expectations for service and cultural engagement. Income analysis shows many seniors earn between USD 2,501 and USD 5,000, underscoring their ability to afford luxury accommodations. Marital status varies; married seniors prefer family-friendly stays, while solo travelers seek adventurous experiences. These insights guide hotels in refining services and marketing, offering targeted programs like wellness retreats and cultural events for female, educated, higher-income guests, enhancing their stay with bespoke experiences.

The discussion delves into the attributes of luxury chain hotels that enhance guest trust and satisfaction, particularly among senior travelers. These attributes span various dimensions, each playing a crucial role in creating an exceptional guest experience and fostering loyalty.

Tangibility Attributes: Modern and comfortable furniture, along with an attractive interior and exterior, significantly contribute to guest satisfaction by providing a welcoming and visually appealing environment. These tangible elements create a first impression that sets the tone for the entire stay, making guests feel valued and comfortable from the moment they arrive (Ahmed et al., 2020).

Reliability Attributes: Well-trained and knowledgeable staff are pivotal in ensuring a positive guest experience by instilling confidence in the hotel's service quality. Seniors, in particular, value consistent and reliable service as it assures them of a hassle-free stay, addressing their needs promptly and efficiently (Ali et al., 2021).

Responsiveness Attributes: Prompt breakfast service and efficient check-in and check-out processes enhance guest convenience and satisfaction. Senior travelers often appreciate smooth and quick service, which reduces waiting times and allows them to enjoy their stay without unnecessary delays or frustrations (Saling et al., 2020).

Assurance Attributes: Friendly and courteous service contributes significantly to building trust and rapport with guests, fostering a positive emotional connection. For seniors, who may prioritize interpersonal interactions and value respectful and kind treatment, assurance attributes

can greatly enhance their overall experience and encourage loyalty (Matey, 2024).

Empathy Attributes: Understanding customer needs and attentive problem-solving demonstrate the hotel staff's commitment to addressing guest concerns and enhancing their overall experience. Empathy in service can make a significant difference for senior travelers, who may have specific requirements or face unique challenges during their stay (Njue, 2020).

Core Benefits: Core benefits like quiet rooms and essential amenities further elevate guest satisfaction by ensuring a comfortable and convenient stay. For seniors, a peaceful environment and easy access to necessary amenities are crucial for relaxation and enjoyment (Mascarinas, 2020).

Entertainment and Technology Offerings: Facilities for children and modern in-room amenities cater to guests' leisure and convenience preferences, enhancing their overall stay experience. While senior travelers might not use child-centric facilities, these features can be important for those traveling with family. Modern technology enhances convenience and can significantly improve the overall experience by providing easy control over room environments and access to entertainment (Stringam & Gerdes, 2021).

7. New knowledge

The study on senior foreign visitors in Bangkok's luxury chain hotels reveals new insights into the key factors enhancing guest trust, offering valuable guidance for tailoring marketing strategies and improving guest experiences.

Responsive Staff: Efficient service during breakfast and check-in/check-out enhances convenience and satisfaction. Attentive staff ensure senior travelers feel cared for and respected.

Core Benefits: Quiet rooms, security, and essential facilities elevate satisfaction, meeting expectations of luxury accommodations for seniors.

Entertainment and Technology: Offering entertainment options and modern in-room technology enhances the guest experience. Facilities for children and smart room amenities cater to diverse preferences of senior travelers, whether alone or with family.

8. Suggestions

8.1 Implications of the study to the hotel business

The study offers a framework for luxury hotels in Bangkok to refine hospitality, marketing, and service strategies for senior foreign visitors. Targeted marketing based on demographic insights ensures effective outreach. Tailored offerings meeting educational, financial, and personal preferences enhance guest satisfaction. Trust-building through quality furnishings and reliable staff fosters loyalty. Personalized service and senior-friendly technology and entertainment ensure superior experiences. Derived marketing insights enable resonant campaigns. Implementing these strategies enhances appeal, satisfaction, loyalty, and business

success in the luxury hospitality market.

8.2 Recommendation for future research

Future research on senior foreign travelers in Bangkok's luxury hotels is crucial for enhancing guest experiences and staying competitive. Longitudinal studies can uncover evolving behaviors and preferences, enabling hotels to adapt offerings proactively. Understanding specific needs of different senior segments guides targeted marketing and personalized services. Emphasizing sustainable practices and wellness initiatives appeals to eco-conscious and health-focused seniors. Continual research ensures adaptive strategies for exceptional service, satisfaction, loyalty, and attracting a diverse senior clientele.

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