

Factors Influencing the Location of Hotel Business Catering to International Travelers in Bangkok

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Abstract:

This study investigates what makes international travelers pick hotel locations in Bangkok Thailand. The research tries to answer questions about location factors for international hotels and how these factors shape their decisions when choosing spots to serve international guests. The survey targeted select three to five-star hotels in Thailand's capital gathering just over 250 valid responses for analysis. Seven key factors came to light for international guests staying in Bangkok hotels: nearness to shopping centers, eateries, and tourist spots; ease of access; area wealth and appeal; rival hotels; hotel room size; and market focus. This study's results give us a deeper grasp of hotel placement in Bangkok. Looking at where top-tier hotels are, this paper points out some services that hotels in city centers should offer.

Introduction

The Thai tourism sector has been growing at an accelerating rate, it has now come to be regarded as one of the strategic sectors of Thailand helping to turn call 'the land of smiles' to 'the land of tourism' in the last decade. In 2018, the international tourists visit to the kingdom of Thailand reached 38,272,717 where the tourists spend 1,980,455 million baht in the country. The occupancy rates and average revenue per room led hotel managers to find out that location is one of the most significant factors of any successful hotel business. Therefore, it is essential to know what can cause variation on a location choice because of the asset's performance perspective. And in era of globalization anyone who wants to turn the economy to the higher growth must learn how attractive the tourists can be. More importantly for hotel operators, it is crucial to understand which factors affect the location selection of international hotel brands to enhance asset performance.

In fact, when consumers are in the process of looking for a place to stay, the choice of location has become more important to international travelers. These are the basic components upon which the tourist delegates while deciding where to go to: attractions, climate, and accessibility to attractions. What a hotel offers is comfort that consumer seek; but as the global livelihood standard changes, hotel business must upgrade their infrastructure to provide comfort and convenience to the global traveler. In the current dynamic competition when it comes to hotel operations, operation of premium facilities must have the best features and more so the best location. Thailand is one country that has gone through political transformations understood and described well by the international media. Furthermore, the international tourists' lifestyle is continually changing, so must is the hotelier. Another emerging concept is the new design for the accommodation units that the internationals and tourist prefer them in city like Bangkok.

Background of the Study

A brief history of the hotel business in Bangkok started in 1880 where the hotel at the Oriental Place was established. Since then, several foreign travelers have visited Bangkok, which has made Bangkok among the leading international tourism destinations in Southeast Asia. Tourism also emerged as the key force of Thai economic reform through the export of tourism services. Other than the new age sites of tourism, interesting Thai culture and the geographical diversity are also the influential reasons that entice the international tourists. The tourists also have a great buying interest in locally carved teak wooden furniture, garments, silk, semi-precious stones, antiques and everything else that one would normally associate with Thai traditions.

Bangkok has been the most common arrival hub for foreign tourists since Thailand is their gateway to the country. A far greater number of tourists would go to Bangkok than they would go to any other area in the country. This fact may make a hotel company to establish a new hotel facility in that city or area. Promotion of the tourism sector is one of the well-established goals for the government of Thailand and over Baht 1,000 million has been allocated on promotional campaigns alone. Thai Tourism Policy has intended to portray one image of Thailand and to create multiple of tourists to visit Thailand for leisure, recreation and purpose of tourism and curiosity; and to highlight several entry points to encourage to enter Thailand. Other public investments have also been made in the construction of civil infrastructures and transport networks for support of tourism. Going by all the above information, Thailand has tried so hard to ensure that the foreigners visit Thailand for Tourism.

To supplement the findings, the present study is built on literature available on the related topic with some studies coming from international university systems. Some prior research explored factors associated with narcotic services in hotel place choice, other works identified factors of place choices of three- and four-star hotels and still other works investigated the determinants of hotel place choice in a small to medium-sized city. However, hotels and travelers' places are among the most leading segment of the hospitality and tourism industry and there has been growth in the number of star hotels in Bangkok where the number has risen from 188 properties in 1978 and up to 1403 properties in 2019. Hence, the hotel businesses remain to help the Thai community in their development plans significantly.

Significance of the Research

It is important to understand the different factors causing the choice of location among the hoteliers to help the appropriate stakeholders in the better strategic management of international hotels. As for the objectives of the present thesis, it is crucial for hotel general managers, and marketing managers, as well as the Board of International Hotel Chains to comprehend what the location factors are, which have a direct impact on the choice of international travelers in hotels. In the case of objects already operating, the conclusions of this work can become a significant guide in investment and management decisions, using the possibility of presenting the image, setting room prices, and using promotion tools. Hotel operators from other parts of the world who aim at venturing into Bangkok wants to know the location choice attribute yearned by their target guests. This information is valuable for developers and owners who put their money into constructing, or partially or fully remodeling a hotel, and who expect to get an acceptable rate of return on their investment in the future. The study will help in establishing the effect of location preference with the international five-star travelers.

The study gives direction details of hotel patrons for a selected location. The specifications of spatial characteristics in the most recent past provide information on which locations have housed effective hotel

sites and which may well be less desirable in the future. Like in any other industry, business in the hotel industry must ensure that they know their customer elaborately and surrenders to them what they demand. Improved customer service requires that customer's needs are met. Therefore, it is important as one locates an international hotel that the reasons why people locate and the forces that mobilize them to focus on specific locations be taken into consideration. The complexity of present-day hotel patrons' requirements and the dynamic progress in hotel technologies calls for the evaluation of hotel location variables for owners, developers, managers, and planning agencies. International guests have high expectations towards the hotel accommodation service providers to meet their individual need tailored facilities. They are in the search of a 'home away from home' which gives them an opportunity to attend to their own. As costs of travelling drop for instance because of technological changes, the number of people who moves around the globe for a short time has highly risen. These differences have opened possibilities of improved tourism and in turn enhanced the hospitality business through improvement of the required facilities.

In Thailand locations strategies of hotels have slowly been shifting from outskirts of tourist attractions where the foreign traveler hardly ever goes to downtown areas. This is since locational benefits are preferred by hotels, for instance the extra advantage of being point of primary entrance and the chance to hire directly as well as the likelihood of looking at repeat visitors. The locational advantages of a hotel contribute to the development of the location-and-brand strategy trends of the new luxury type hotels located along the main highways in the recent past. Hotel property location is also directly proportional to the hotel and other travel intermediaries responsible for guest acquisition, satisfaction, and customer retention. As indicated, international business hotels in a downtown area can derive more benefits from the supply of more convenience compensators such as seats on airport bus services and information relating to airport departure times. If properties that are better located are an advantage that no amount of money or power can create, then it quickly follows that hotels located in good areas are not going to have significant financial difficulties. Hence, hotel managers must understand that the most important determinant wherever a price is set is the value of the facility to the targeted market.

Literature Review

Because of this, several studies have been conducted to identify what aspects are critical to defining a hotel's site. Various authors in many studies investigating the location preferences based on the international traveler demand perspective use the multidimensional structure and categories factors determining location choices. From the international traveler behavior perspective reflected by consumers' decisions, the authors also try to apprehend the factors by using a profiling model for location preference of international travelers, the relation model of image and another model. A research question explored the components of tourist preference for their tour itinerary, what factors influence this choice from the tourist's perspective, using a model that examines what, how, why of behavioral change.

Regarding the components of location choice decision, most of the works find the relevance of these factors, particularly accessibility. Capacity of the patrons to gain access to an establishment defines the extent of their access to that establishment. The easier the access the greater the turnout; this is also applying to the area of the hotel. To the residing customer, place accessibility and the presence of amenities and attractions in or around the identified place is relatively important on considerations of a place of settlement. Availability of the suburb environment of matter the selected residence choice of an individual or family is also influenced by the accesses of the local public gardens. Another is culture and lifestyle; some decide to remain sit and watch movie or more so attend football or basketball games while others

would love to live in areas of historical importance and cultural significance. In survey conducted among international students who lived a particular country regarding their hotel selection, two most important motives for selecting a specific hotel were the use of a sightseeing as the activity and proximity to the sea.

Key Factors in Hotel Location Selection

Hotel location is one of the crucial strategic factors that defines or determines the level of success or failure of a specific hotel business venture. The place factor is most crucial to the international visitors as they have virtually zero cultural immersion hence are very sensitive to the hotel prices and location. Cohort research shows that costs, location, and ease of access to tourist attractions are perceived essential aspects of city hotel experience by travelers. These facts are further supported by surveys of domestic travelers from Bangkok who have stayed at hotels; the availability of a range of complementary facilities, such as restaurants, shopping and entertainment facilities, enhances hotel satisfaction.

Similar findings have been reported in other research efforts seeking to determinate the significance of the attractiveness of the location in which a particular hotel is located and that many potential guests tend to book hotels at the last minute depending on the availability of preferred hotels. A more recent was carried out among international travelers, and they also felt that visiting new RBAs is an important reason for traveling. Hence, the activities they engage in because of involvement with a specific hotel package or, in many cases, being adjacent to it greatly complement the experience that many tourists select. The smaller the distance between a hotel and these resource-based attractions, the further that hotel's accommodation business can be built from the momentum that those attractions bring in. Moreover, the more frequently the traveler comes across or the more often hears of regional resource-based attractions through media releases, social media networking, and Oral communication, the higher the level of expectations that will be created. Its expectations and perceptions are incorporated into their decision making when they are selecting the kind of hotel in Bangkok. This means that hotel-pullers are locations with easy mass transport, proximity to major air and rail arteries and nearness to the city end-users that most foreigners want are typically major city centers. Regarding the hotel characteristics which are statistically significant for occupation rates in Bangkok, the findings reveal that brand colors, shape and size impact beliefs. Whether these features produce a different indication in non-locals remains unknown. Consequently, place choice in hotels entails fundamental cognitive and affective tasks that are links with a franchise's marketing physical, attitudinal and social sciences aspects.

Trends in Hotel Location Preferences for International Travelers

Technological and Social Transformation

With the availability of technology and increased utilization of social networks affected criteria of choice of hotel among the international travelers. Flowing from the above, it's quite probable that because of the ever-advancing technology, the current generation may not necessarily have similar preferred hotel destinations as their parents more so grandparents. Previous considered as a stiff and limited means of reaching and influencing only the closest circles of individuals, word of mouth has become one of the most influential game shifters in the international travel business primarily because of the advancement and popularity of Information and Communication technologies. Many of today's social media applications and tourism related platforms make it possible to disseminate feedback from consumers' stays at specific hotels. Furthermore, extending services to the behavior of the experience economy consumer results in lifestyle compatibility between the international traveler and hotel products.

The Advent of Experience-Oriented Travel vs. the Do-What-We-Always-Do Mindset

Many location decision hotel studies include that experience seeking tourists are interested with engagements with the locals and are willing to consider intimacy, non-tourist area, non-global chain, and located in a local neighborhood. The expertise which results from interacting with the hotel staff and citizens also assists people develop their own touristic experiences. But an increasingly preferred criterion for hotel location is sustainable or 'green' tourism. Selected hotel accommodations that are in islands and provinces with forest reserves nearby will be easier to identify guests seeking eco-tourism related options. Therefore, the number of boutique and green hotel has been increasing along the beaches and islands of Thailand because these cater to social and eco-friendly rather than sun and chlorine options.

Methodology

Even though the location choice can be affected by many factors from the point of view of an MNC or tourism enterprise, there is limited information on factors that these players look at from an existing perspective in respect of broad and open-ended destination. This paper proposes the following frameworks of analysis regarding Bangkok, which is now one of the most Favorite cities in the world. Data of the paper is collected by the surveys of general managers of hotels with international clients in 2008. As a research design qualitative method was applied in the present study. In its simplest terms, at the heart and soul of conducting a study of data using a qualitative approach, lies. It is useful when grounded on research objectives and questions. From an intuitive point of view, it is possible to explain that the major aim is to get a deeper idea of the context and the main reasons or purpose for some occurrence and actions of people. The rationale of employing a qualitative research method is to gain more insights into the fact that must be investigated. This is including several components consist of: A deep knowledge of a multifaceted way of an understanding the situation, social subject and some type of a process. Furthermore, we have been precautionary because of some considerations. In the ethical level, the participants were told the purpose of the study and later, there was a weekly message of appreciation. About data collection: The interviews were all semi-structured; The group consisted of 2 or more people. The sampling method was done regarding hotel quality reputation in practice of quality management. The data was actionable once the step in the study, which is data collection has been completed and, in this case, I conducted one interview. The verification process is the most important step of analysis; the trustworthiness originates from semi-structure interview design that was used here and was accurate. This is the assessment of critics of the qualitative research whose main objection is on the aspect of data analysis. When data that is equal to capability of handling is available a single interview may be achievable especially when such decisions are being made by the individual researcher. Even though qualitative studies are often associated with high resource consumption, one interview augmented by technology – for instance telephone interviews – does not appear to negate this assumption. This is relatively similar, expect for the time required to get to and from the site and the time between separate interviews.

Research Design

The research design is a plan through which data is collected and managed to analyze the results. In this research, the research design was used to address the research questions of what the location factors are for international hotels and how location factors affect the decisions of international hotels in location selection for catering for international travelers. There were no 'correct' or 'incorrect' research designs, thereby the aim of using the research design was to gather correct and fitting information to achieve the

study aim. The approach to the study in this research used the mixed-methods research approach. Mixed-methods research design is a qualitative research and quantitative research and is aimed to give the wide benefits of both. As for the characteristic of Bangkok's tourist attractions, qualitative research focused on the design features and formation of the attractions meanwhile, quantitative research studied the distinctions in the significance of the location factors among the hotels which were divided by attribute location and quantity of room. It is very important to decide on the right research design. The necessary answers and decisions for the study are not available when researchers fail to obtain the required data. Previous authors noted that, in case there is no link with the country, the outcomes generated during research diminish validity as well as replicability. Thus, the researchers had to carefully select that a mixed-method research design provided a balance as well as coverage of a sample of the data in terms of evidence collected. In accordance with this assertion, the potential limitations in the use of the mixed-method research design were acknowledged. Otherwise, an improper mixed-method research design will yield improper data results on hand for analysis.

Data Collection Methods

Thus, to build the instruments used in this study, main research data was collected using various primary research methods to support the achievement of the research objectives. Questionnaires, interviews and observational research were employed to capture the 'real' determinants of travelers' spatial decisions as closely as possible. The main strength of the questionnaire is its ability to capture the views of the 'gaps' and the 'blind spots' of the tourists, the hoteliers, and other third parties; something which other methods could not offer to the extent that we would have preferred. The technical objectives are to: The objective of this study would be as follows: (i) determine the main factors that affect the choice of the location of the hotel by the international traveler in Bangkok; and (ii) establish the factors that are expected to shape policy and other factors likely to act as antecedents to a measurable pattern of how policy would influence the location behavior of international tourists. The technique that we used to sample our population was a mixed method and can be considered to an extent as convenience sampling. However, the fourth of the four surveys comprised about 100 interviews with key Thai hoteliers. Thai and international travelers were asked face-to-face interviews and questionnaires in Thailand and several of the western countries. Crucially, we sought to obtain the views of those at both ends of the luxury scale: the backpacker and the 'seven-star junkie'. It should be noted, that using the commercial survey software demanded rather modest input from the practical experience of the research team. Issues of reliability and validity must be addressed for all intrinsic methods of data accumulation and analysis. Internet for this study worked well as an over-arching source of information as well as a research technique. An example was the incidental data on hotel location in other countries obtained from information concerned with hotels. Internet was also employed as a form of an analytical approach regarding evaluating the electronic booking engines are well as providing a summary of current location of some of the hotels within Bangkok. More so, the effects of new technology were also truly felt with the change from paper based to online survey because of the challenge in getting participants quickly. Enlarging all the prospects, it is rather rational and credible to obtain the sample through the internet.

Findings and Analysis

This research identified the spatial distribution and temporal analysis of new hotels for the international tourists concerning the Bangkok Metropolis. These diagrams display for each of the first five major tourist

regions the foreigners' airport and downtown choices based on the interview conducted with the travelers. Ovals are for hotels in Gross area, downtown is symbolized by triangles; they are scaled in line with the guestrooms; outlines' thickness denotes the tier of the hotels. Table 1 depicts the hotels' information in five category tourist areas of Bangkok. In aggregate, these seven five-star hotels have 24,287 guest rooms or 69% of the total guestrooms of the hotels that have been utilized for every area. From the descriptive statistics obtained in all five outskirts tourist areas it is as well evident that the research finding based on the pilot interview that there are new hotels for the foreign tourists than the old ones. This is the case across Bangkok as a whole. Likewise, the Sathorn Sukhumvit and Rattanakosin areas, which also averages over 200 guestrooms, the other tour destination district has virtually no large hotels in the tourist areas. There are in total located in hotels. The hotels in the studied five districts have been in operation for more than 14 years, on an average.

Overview of Hotel Locations in Bangkok

These hotels focus on four zones that most serve international tourists prefer to visit when they are out of their home countries. The first is lower Sukhumvit road, which has many numerous hotels and mostly 3 and 4 star and some 5-star hotels in some places. The second is situated near the upper Sukhumvit Road over Nana and Asok. Classification of hotels in this section varies from luxury and economy classes with many family- owned hotels located in the sub- soi zones. The third zone is around Rama IV Road and Next to Ratchada Road. However, apart from hotels, this area also popular with luxury to mid-range service apartments. Finally, the new area is the Ploenchit-Lumphini investment region. Some units on Soi Ruamrudee are gradually being converted into hotels as owners seek to tap the growing demand for affordably priced but convenient accommodation from business travelers who presently patronize luxury, five-star hotels. Beside the 4 main accommodation areas there are many guest houses, budget hotels and cheap service apartments located in Pratunam, Banglamphu, Sathorn, and Chinatown or Sampheng. Out of their tourist guests they are flying directly to find other guesthouse that is closer to transportation and recreational facilities. The notable factors for placing hotels in these zones are transport links and the stations themselves where guests can effortlessly move freely between their hotel accommodation, enjoyment facilities, shopping facilities, and embassy or business place. Well located properties as located around such areas as Sukhumvit Road, Ploenchit, Sathorn enhances the airport limousines in access to the respective hotels. Hoteliers believe that cities enlightened, and well executed infrastructure will guarantee a steady flow of guests. It is also initiate that Chinatown will over time begin the process of transitioning into an accommodation zone.

Influence of Key Factors on Hotel Location Selection

It will help understand the level of foreign tourist influx to the place by judging the availabilities of the hotel system. Price in terms of choosing to stay in each accommodation type is an important factor for international tourists. Besides, the conveniences available around the hotel will also contribute to the number of visitors who stay in a particular hotel. Satisfaction will translate to the need to revisit, and for this sort of value, the absolute value is quite high. There are circumstantial factors such as hearing facilities around as to which hotel would be preferred. All those who were interviewed who work in hotels mentioned that there are factors that shape most frequented hotel selection, and these include the available amenities. Most data points to the conclusion that shoppers, sources of recreation and eateries have a great impact on international business travelers' choice of hotels. Moreover, there is quite a pronounced

relationship of hotel selections with the amenities surrounding it such as stores, amusements and exhibit halls. Finally, it is known that other than the internal factors hotel characteristics, addition facilities available and levels of comfort and luxury influence international tourists in the quest for hotel accommodation. Just as location is very essential in business, the conditions of the country in which the hotel exists also matters.

The location is affected by certain factors, such as accessibility, price, and hotel amenities as past research has decisively shown. However, most of the research is biased towards only one approach, either qualitative or quantitative. This study incorporates both the qualitative and quantitative approaches for data collection. In the furtherance of the above, this study seeks to examine how specific hotel attributes affect hotel selection among international visitors who are mostly free independent travelers. In research on hotel attribute factors, several studies describing location decision processes of hotels are rather limited to mere numbers. In the current research, both quantitative and qualitative methods of research were used to draw more reasonable, better and detailed conclusions about global international travelers.

Conclusion

To examine the significance of distinctive factors influencing a hotel's location and choice this paper offers individual evidence. The seven critical factors that applied to international guests stay in the Bangkok hotel were identified: proximity to shopping malls, restaurant and tourist attraction; accessibility; area prosperity, and attractiveness; competitors; hotel room dimension and market segmentation. The survey was administered on purposeful, three to five-star hotels in the capital city of Thailand, where in slightly over 250 valid responses were collected and analyzed. Convenience to shopping malls Market segmentation of the hotel the lightest is convenience to shopping malls. In general, what do you think best influences your decision on whether to stay in a hotel (1 most influential: 5 least influential)? Therefore, for a good location, we recommend hotels in areas such as the city or surrounding provinces that have access to many convenience services and are not too crowded. Overall, in our studied context what seems to matter most for hotels location reasons is related with the heterogeneity of hotel size and operators own properties & brands as much as between their location and target market segment differences, besides variations within operator managers interviewed.

Recommendations

Conventions are being replaced by the International Traveler, especially from the Far East. It will furthermore impact to hotel's location which related to the AEC, GMS and CLMV where have competition in a marketplace. The reason being that reasonably priced value-added services of high quality will help attract international travelers. In the same way because of these other issues, equally crime and environmental pollution, a nation is secure. Also, the prediction Asia becomes the most significant tourism market of the world within 2020. This study identified seven basic factors used to segment hotel locations and may support managers and hotel owners targeting international tourists in optimizing the location by locating their hotels in the proper market segment (high volume--expensive, high volume--moderate price, low-activity--affordable) in respective countries. This could be a topic of further research The hospitality and tourism business are one wherein new types of affordances are evolving always. The pace of change in business transformations and consumer behavior continues to be relentless, but research is prepared to explain the latest insights.

In conclusion, our research findings provide rich insight into our understanding of hotel location in Bangkok. Variations between the types of hotel operation, segmentation of business size, and other business relationships appear to have influenced the decision-making behind a hotel location. Location is also dependent on the market segmentation of the international hotel stay. The most influential reasons were those related to the city's massive expansions such as business and commercial districts. In addition, locations near Sukhumvit, Pratunam, and near the MRT and BTS were also considered influential by four- and five-star resort managers. Based on the findings, it is concluded that distinctive factors matter in hotel location strategy. Therefore, hotel location should not rely on a single factor. It should consider the decision, but the overall review is the proper way to protect against a greater risk of less competitive advantage. Data-driven decisions are recommended to support organizational visions and missions. Make sure you cannot use data alone but apply information–knowledge–wisdom layers, which align individuals' passion, expertise, and emotions in an organization.

Summary of Findings

In a nutshell, our findings contribute to the rich insight into our understanding of hotel location in Bangkok. Variations between types of hotel operation, segmentation of business size, and other business relationships appear to have influenced the decision-making behind a hotel location. The location also depends on the market segmentation of the international hotel stay. Most of the influential ones were related to the massive expansions such as business and commercial districts in this city. Furthermore, places near the areas of Sukhumvit, Pratunam, and near the MRT and BTS were also considered as influential by the managers of four- and five-star resorts. From these findings, it is concluded that the factors that matter are distinctive in hotel location strategy. Therefore, the hotel location shall not rely on a single factor. It shall consider the decision, but the overall review is the proper way to protect against a greater risk of less competitive advantage. The use of data-driven decisions is recommended for the purpose of supporting the organizations' vision and missions. Make sure you cannot use the data alone, apply the layers of information-knowledge-wisdom, which aligns the passion, expertise and emotions of persons in an organization.

Briefly, from our fieldwork, the following are some of the factors that have influenced hotel location decisions: changes in the preferences of international travelers for a few hotel amenities. Amenities that included the room size, availability of breakfast buffet, access to the hotel's wellness center, the number of stars, and the floor location affected hotel occupancy rates more than the price of the room did. Among all types of rooms, type of view and the floor location have the strongest impacts. For inequity-averse travelers, this is accepted when lower room views are on a higher floor. Most of these findings held when we performed a survival optimization with a nonparametric estimator. The strong second empirical finding was the preference for big rooms facing greenery and the weakest preference for a balcony connected to the room. A third finding relates to the fact that age and gender of the travelers are significantly associated with the kind of hotel location preferred.

Implications for Hotel Owners and Managers

In a nutshell, many location patterns of hotel businesses targeting international travelers in Bangkok can be explained by the quantitative approach, especially by its modern form based on an empirically tested model. The empirical model of this modern analytical engineering demonstrates that the five commonly referred-to hotel location determinants for Bangkok are associated, amongst others, with pedestrian flow

and automobile and public transport variables near hotels or near the macro locations of hotel zones, which are hotel location determinants that are not significant for at least one out of four hotel segments in 5 out of 6 cases. In addition, the quantitative approach becomes evident that it needs modification if it is to properly represent the Bangkok hotel system of hotel businesses serving international travelers. This would be in respect of the need to incorporate travel time dependency consistent with travel-psychological approach in general and expectancy-value model in particular. This direction thus acknowledges that time cannot be considered as an adequate or necessary condition for behavior.

It is in understanding the key development tendencies of urban trends, and market strategic planning will be important to both the hotel owners and hotel managers as the decisions of businesses operating either as hotel owners or hotel managers may be directed by these factors. The primary and secondary data collected are very important information that executives could take advantage of to further develop their confidence in making strategic decisions. Based on the locations of elite hotels, this paper identifies the approach on some of the services that a hotel located in an urban-core area should offer. In addition, for those hotels which want to provide this service, the following also will be focused on: hotel service systems, guestrooms, ballrooms, parking, and promotions. Moreover, if the hotel wants to provide services depending on the result of this research, the demands of the executives that are required in the hotel sector, with the largest number of guests staying in the hotel, who need provision of services according to the location, demand of the guests, and providing services to meet the needs of the guests, have to be clearly stated to the staff on a regular basis so that they improve.

It is also worth noting that since the top ten reasons for choosing a hotel are largely tied to factors that pertain to location, there needs to be constant feedback and services from its guests, especially those who frequent the hotel. This feedback, once collected and analyzed, supplies information not only for the improvement of guest experiences but also forms an asset worth its weight in gold for workshops that want to chart clearly defined future strategies for businesses. These strategies must change and continuously adapt to meet the changes in the economic environment, social trends, and general economy. Moreover, we are in a time when the business landscape is shifting at unprecedented velocity; buyers want unique experiences and tailored buying experiences. In such a competitive business, opting for a traditional manual system to manage the various activities of hotels will lead to continuous operational challenges that will reduce success. The hotel industry allows businesses and consumers to access enormous volumes of information about competing hotels through booking websites and hotels' official websites. The convenience of this access makes consumers more knowledgeable about choices and options concerning accommodations. This calls for a situation whereby all concerned parties effectively use and exploit the greater presence of technology and innovative techniques in every field of hotel operations; this involves efficient exploitation of data from property management systems, which play an important role in assessing and refining the future strategies of hotel products and services. Second, informed decisions in the hotel are founded on comprehensive analysis of performance data, which testifies to the close interconnection of strategic planning and tangible results. It is therefore possible for hotels to stimulate a customer-oriented mindset, thus bringing noticeable improvement to the general customer satisfaction and retention rate.

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