

# EMBRACING THAI CULTURE TO DRIVE SERVICE INNOVATION IN THE AVIATION INDUSTRY: THRIVING FOR SUSTAINABILITY AND MARKET LEADERSHIP

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## ABSTRACT

In an ever more globalized and competitive aviation industry, the combination of traditional cultural values with modern service innovation is crucial for achieving sustainability and maintaining a competitive advantage. This is particularly relevant in the context of Thailand, where the rich cultural heritage provides a unique basis for service differentiation. Thai culture, renowned for its emphasis on hospitality, respect, and meticulous attention to detail, can be utilized to create distinctive and memorable customer experiences in the aviation sector. The concept of "service with a smile," deeply rooted in Thai culture, forms the foundation for service innovation. Thai airlines can improve customer satisfaction and loyalty by integrating elements of traditional Thai hospitality into their service offerings. This includes the polite and warm interactions of flight attendants, the visual appeal of the cabin environment inspired by Thai design, and the provision of traditional Thai cuisine. Such culturally infused service elements not only enhance the passenger experience but also cultivate a sense of authenticity and emotional connection with the brand. Moreover, sustainability in the aviation industry is increasingly crucial due to the sector's significant environmental impact. Thai airlines can take the lead by incorporating sustainable practices that resonate with both Thai cultural values and global environmental standards. This entails implementing eco-friendly technologies, such as fuel-efficient aircraft and sustainable sourcing of in-flight products, while also promoting initiatives like carbon offset programs. By doing so, airlines can address the growing consumer demand for environmentally responsible travel options, thereby aligning with global sustainability goals. To stay competitive, Thai airlines must also adapt to evolving market dynamics and technological advancements. This can be achieved through strategic investments in digital technologies that enhance operational.

**Keywords:** Thai Culture, Service Innovation, Aviation Industry, Sustainability, Market Leadership

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