

## Thailand's Crown Jewel: The Grand Palace and Its Impact on Thai Tourism

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### Abstract

This study looks at Thailand's Grand Palace and how it affects tourism. It checks out the palace's awesome buildings, why it's important in history, how it fits into Thai culture, and what it does for Thailand's tourist business. King Rama 1<sup>st</sup> had it built in 1782. The Grand Palace mixes old Thai building styles with Western ones, showing off the country's pride, royal history, and devotion through places like Wat Phra Kaew and the Emerald Buddha.

Besides being royal and religious, the Grand Palace is a big deal for Thai tourism, getting tons of visitors from Thailand and other countries each year. The study asks how its history, events, and cool buildings boost Thailand's image and make it popular around the world. The research also looks at how tourism helps the economy, what's being done to protect the palace, and the problems of keeping it culturally important while the city grows. The Grand Palace proves the Chakri family's story and stays a key monument in Bangkok, linking Thailand's past and present in terms of culture and the economy.

**Keywords:** Grand Palace; Thailand; Thai Architecture; Wat Phra Kaew; Emerald Buddha; Rattanakosin; King Rama I; Thai Tourism; Cultural Heritage; Royal Ceremonies; Architectural Conservation; Visitor Experience; Bangkok Landmarks; Tourism Economy; Southeast Asia

### 1. Introduction

Thailand is one of the most interesting places in Southeast Asia. It's full of old palaces, temples, and natural wonders that have been around for ages. These structures define the nation and have been passed down through generations, through different periods. Thai architecture, which started with the kingdoms of Sukothai, Ayuthaya, and Rattanakosin, shows influences from Khmer, Burmese, southern Chinese, and Western styles. Some structures were changed into styles, but they still respect the old ways of doing things. Buddhism, the national religion for over 700 years, really shaped the architecture, especially temples. Things like T-shaped chedis, glazed roofs and carved decorations make Thai temples different from those in other countries.

King Rama I, Phra Phutthayotfa Chulalok (1782-1809), moved the capital from Tawarawadi to Krung Thep. He wanted to start building palaces and temples based on the old capital. The Grand Palace was built as the royal home and the place for government and important buildings, using mostly wood and bricks. As Bangkok became a center for trade and politics, more buildings popped up. The Grand Palace, Wat Phra Kaew, and their surroundings have been a center for politics and money for 200 years. After King Rama IV (1851-1868) passed away, homes and offices were moved to new places, and the Grand Palace was set aside for ceremonies. They even made a Phra Pidta statue and put it in a special shrine to remember this. Later, in 1910, King Rama V Brahma Vetchara died, and the Bac Palace was built as a space for the royal family and the public. But other buildings in the area were not completed, which led to certain architectural designs. For over 150 years, starting with King Rama I, the Grand Palace was the official home of the king. It was built by royal order, supposed to be moderate in size and cost, located by the river next to Wat Phra Kaew. The kingdom takes

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really good care of the Grand Palace, and there are rules about how the area is used. People see it as a sacred place and believe it should be treated with respect.

The Grand Palace was built in 1782, at the beginning of the Rattanakosin Era. King Rama 1<sup>st</sup> moved the capital from Thonburi to the eastern side of the Chao Phraya River. He built Wat Phra Kaew and the palace, as planned, in a spot that was peaceful and right for the Grand Palace. Literature from that time really explains it well, having elements of Thai arts. After King Rama I, the next five kings made changes to the area: King Rama II had the Inner Court built; King Rama III built Wat Phra Kaew; King Rama V changed it a lot with Western styles, which is why the Emerald Buddha Temple was changed; and King Rama VI changed the Outer Court.

The Grand Palace combines Western and Thai decorative arts by those who are respected in the nation. The place is well-known for having an architecture. It kept national treasures and old secular buildings, but only royals could use them because of strict rules.

The Grand Palace was built in 1782 when King Rama I wanted a safer capital on the east side of the Chao Phraya River. It was the home of the Kings of Thailand for many years, and it represents Rattanakosin architecture, with Western and Thai styles mixed. The Grand Palace has different buildings, halls, and pavilions that are located near lawns, gardens, and courtyards. In total, the entire area is 218,400 square meters.

Thick walls separate the homes from the inner courtyard, where the government buildings are located. The Emerald Buddha Temple compound (Wat Phra Kaew) is in the courtyard, and it has the Royal Chapel and the Emerald Buddha. The Emerald Buddha statue is 66 centimeters tall and is a representation of Gandhara art. The Grand Palace is made up of three main sections: the outer court, the inner court, and Wat Phra Kaew (the Temple of the Emerald Buddha).

In the outer court, there is the Phra Thinang Chakkri Maha Prasat, which has a three-tiered roof and a two-tiered roof. It has European and Thai elements. Behind the Phra Thinang Chakkri Maha Prasat, there are still sites in the Nepenthe court. The inner court was for the royal family, including Queen Plang Cha's royal suites. The Thailand International Exhibition Center is in the corner of the inner court. The Grand Palace used to be the king's house until a new palace was built in 1876. For about four periods of Thai royal history, the Grand Palace was an active palace where state and royal events still occur.

Bangkok has always been the country's capital where the Grand Palace is located, so it is very fascinating. Both Thais and tourists like it. The Grand Palace was built 220 years ago, and the structure is a two-story with roof tiles, gable-ends on both sides, and decorated with glass embers that represent bright colors, shining like gold. Inside you will find the statues of nine Chakri kings made of real gold that are on shallow footed bowls standing symbolizing the past, present, and future for the Thai people. As well as the eleven figures of Buddha, these soul-like images of faith represent the Emerald Buddha.

King Rama 1<sup>st</sup> created the Royal Decree, stating that a royal residence should be built on the land along the Chao Phraya River where the water triangle is sheltered by the mountain. Wat Phra Kaew, a temple of the Emerald Buddha, was built there. The Grand Palace is large and is made up of two areas: The outer court represents royal power in management, and the inner court represents the Chakri king. Every reign influenced the palace, as each king had his own influence on their work. The palace was built after the Ayudhya style. During King Rama III's reign, colors were added; and King Rama IV ordered the land along the river in the Grand Palace to be reclaimed.

The Grand Palace complex is an architectural marvel. Covering 218,400 square meters, and every building had a certain usage in accordance with royal traditions. The Wat Phra Kaew temple shows Thai architecture, designed and built using ideas from the Indian architectural prototype. Locals and foreigners visit this temple which is home to the Emerald Buddha statue. Some major exterior buildings of the temple are Phra Si Ratana Chedi, the grand prokarm of the Emerald Buddha, Phra Mondop, and Phra Sukhathai Chedi, as well as the plaque in gold that has the King's name on it in the base of the ancient stone Singha. The internal area of the temple shows murals of the Ramayana epic that carefully display movement, lines, detail and colors following Thai artistry.

The wall is decorated with red and black wavy iron plates. Phra Mondop is the square building that houses the scripture of the Buddhist religion, the Tripitaka, which is written in thick Tuscan-style parchment in the Pali language, kept in a glass reliquary. In addition, the stone-text Tripitaka, written on eight granite tablets called Phra Naraijarn, is located here. The Phra Sukhathai Chedi is a tall chedi which is embellished with a railed wall and an ornate chatticha dome. The chedi has a carved spire and, on top of it, there are five layers of russet-yellow color, each with eight lotus buds decorated with gold. The golden pedestal is rectangular with a lotus base with four golden lions.

In the center of the Grand Palace area, Nakorn Nai are some praying stones that are cast in plaster, coated with black lacquer, and adorned with patterns. The different buildings of the Grand Palace, such as Wimanmek Palace and Dussadakarn Palace, are barriers separating the royals from commoners. They are built with architecture that is right for tropical zones, such as creating barriers on both sides of Wimanmek Palace providing shade around Dussadakarn Villa.

Thailand's richness is because of its beautiful natural views, with mountain ranges circling the borders, fertile plains, and the sea. It is a location of importance because of the Chao Phraya River that flows north to south, which has had a big influence on the process of Bangkok since the beginning. Along the riverbanks, the trails, trees, thatched cottages, and traditional wooden homes all display what the country brings. The areas along the riverbank showed similarities to the Thames River in London, the Seine River in Paris, and the Bosphorus River in Istanbul, as they show the essence of the country.

A country's architecture grows to follow their environment, culture and traditions, as well as the socio-economic path of its people. The architecture, culture, and people of Thailand display special personality and togetherness that no other country has. Builders and craftsmen did work that demonstrated pride, beauty, and remembrance for the country.

The Grand Palace continues to show the labor put into building it. The Grand Palace gives an artistic show that has kept the craftsmanship and teamwork over time. Besides afternoons, it has been a source of Thai support for the Chakri Dynasty and traditions including Rattanakosin. The Grand Palace is, therefore, a great thing for tourists to visit in Bangkok, along with the Chao Phraya River, the Temple of the Emerald Buddha, and the Temple of Wat Po.

The Grand Palace contains beautiful arts and architecture. Within its walls, Wat Phra Kaew holds the Emerald Buddha and is known as the most beautiful temple across the country. The Emerald Buddha, which is created from jade, was in a chedi in Ayutthaya. It had been moved over the years before landing in Wat Phra Kaew. Wat Phra Kaew holds many royal ceremonies and festivals, including the annual "Emerald Buddha Changing Robe Ceremony." The Emerald Buddha demonstrates an image of Phra Puttachinaraj, seated cross-legged with meditation wearing the Lanna-style crown.

Vimanek Hall was the first building constructed in the Grand Palace. Then, several buildings were constructed with some using both European and Asian styles to show the royal rank of each building. Other than the Emerald Buddha, Phra Siratana Chedi, the sacred chedi, is another important one. Phra Maha Monthop, the biggest hall, contained the largest Buddha image. Later, it was turned into a temple. The Sri Laksmi Shrine and the Pantheon Temple are also located there, as well as the Dusidwicha Mansion.

The palace lost its functions after the party movement in 1932, but it has been maintained as a seat of the king. Important royal ceremonies were held at the palace when a new king was crowned. Also, there were meetings for Thai and foreign leaders held at the palace. The Grand Palace is a national identity. The Grand Palace has a great outcome in Thai tourism as a resource for the tourism industry.

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## 2. Cultural Importance

Thailand has a rich culture, history, and many traditions. The Grand Palace is a cultural treasure and is seen as Thailand's most important landmark and a major symbol of the country. The amazing sculptures, decorations, and well-kept buildings make it a beautiful piece of architecture and a well-known spot for both Thais and visitors. It's important because of its Buddhist roots and history. Important royal ceremonies about local and world events have been held there since Bangkok was first established (Chayasirisobhon and Batra, 2019). The sacred Emerald Buddha and other important religious items, like gold stupas, royal paintings, and symbols, are kept there, which draws many Buddhist worshippers and tourists.

Bangkok is a huge tourist attraction, both worldwide and in the area. The Grand Palace is not only a key Buddhist center in Thailand, but also one of the world's most beautiful buildings. When the new Kingdom of Siam made Bangkok its capital, King Rama 1<sup>st</sup> ordered the building of the Grand Palace. It was first built in the Rattanakosin style, with many smaller buildings and pavilions. During the reign of King Rama V, western architectural styles were brought in, to change and add to many buildings. This new style focused on straight lines and balance, decorating the outside with materials like concrete, steel, glass, and shiny terracotta tiles, while keeping the traditional roof styles.

## 2.1. What Things Symbolize in Thai Culture

Thailand is the only country in Southeast Asia that wasn't taken over by Western powers in the late 1800s. Even though Western diplomats, scientists, and businesspeople visited Thailand over fifty years ago, Thai culture still holds onto its old ways. It uses symbols to represent and protect traditional Thai values and sees education as very important. These values are shown in art and sculpture. Thai folk tales, which are supported by Buddhist leaders and shown in Thai art, also have interesting and imaginative ideas about the world (Raksadeja, 1970). The harmony of nature is key in a detailed linear design, jeweled patterns, and the legendary kingdom in galleries, with color being shown in architecture.

Thai art invites and fascinates people. Each sculpture or painting has detailed colors and designs. Its many signs can draw people into thoughts that could last a lifetime. But Thai art isn't meant to be seen alone. A wall painting should be seen as part of a whole. New ways of expressing art have changed traditional Thai art, but its part in the world's artistic history shouldn't be ignored.

Thailand has over 27 million people, and around 70% of them are Buddhist. The country is packed with wooden temples called wats, and they usually have a certain style. Inside, you can see Buddhist beliefs come to life through paintings on the ceilings, detailed sculptures, bright glass designs, and fancy decorations on the walls. These temples aren't just for praying; they're also important spots for keeping and sharing knowledge and culture.

## 2.2. Festivals and Ceremonies at the Grand Palace

The Grand Palace is where the Royal Family lives and was the official home of the King of Thailand and his family since the start of the Rattanakosin period. The outer part of the Grand Palace has the Royal Family's administrative offices. The inner part, around Chow Phra Kaew Temple, is where the royal family used to live. Still today, the Grand Palace is the most important place for the Royal Family's big ceremonies and many festivals, like the New Year festival and the Royal Guard Changing Ceremony. King Rama 1<sup>st</sup> ordered the Grand Palace to be built in 1782. It took 2 years to build and became the home of the Royal Family and was later decorated for ceremonies with 90-curved fins put on the roofs of the high towers in the Thai style. Each fin was originally covered in gold leaf, which is a symbol of royalty, until the reign of King Rama IV, when Buddhist religious symbols were painted and hung in the middle of the fin. The Grand Palace has been the most important place for major royal ceremonies, like the King's coronation and the Princess's wedding. The royal family members gave gifts to the King during the royal birthday blessing ceremony. People would come to watch the royal family members honor the Royal Father who had passed away for a long time during the King's birthday blessing ceremony. There are many more activities with the royal family, like the Royal Guard Changing Ceremony, the new year festival where members of the royal family pour water over a Buddha statue and blessed sand, the ceremony to honor the Royal Father who passed away, and many more.

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## 3. Tourism and Its Impact on the Economy

Tourism is one of Thailand's most important industries. It brings in a lot of money from other countries and gives jobs to many people. The Grand Palace is a historic spot that is Thailand's most popular tourist destination. It helps the country's economy by bringing in money from tourists. The Grand Palace has unique and beautiful architecture, which shows the country's identity. Tourists visit to see how grand the Grand Palace is, which brings lots of visitors and money to the country. The Grand Palace is in Bangkok, the capital city of Thailand, and offers many tourist spots (Campiranon and Scott, 2014). The country's economy depends on tourism. Thailand is a popular place for tourists and is well-known in Southeast Asia. The Grand Palace is the country's most famous landmark. In 2012, over 26 million tourists from other countries visited Bangkok, making it a top place for foreign tourists. Tourists visit this largest and most extravagant Royal Palace of Thailand. King Rama 1<sup>st</sup> ordered the building of the Grand Palace in 1782, and it was the home of the monarchy of Thailand until the reign of King Rama VIII, who passed away in 1946. Since then, the Grand Palace grounds have been a religious site for royal ceremonies and a place for tourists to visit. The Grand Palace's rules changed when King Rama IX became king. Now, it is open to the public as a tourist attraction. The Grand Palace is a historical site in the Rattanakosin area of Bangkok. The Royal Palace and Wat Phra Kaew are the most famous tourist spots and are often just called the Grand Palace. The Grand Palace has many great royal temples. It has architecture with a mix of different art forms that show detailed craftsmanship, making it pretty and balanced.

### 3.1. Visitor Numbers and Trends

It's important to have correct numbers and studies in every industry to see how things are going and what to do in the future (Hassan, 2008). So, knowing visitor numbers is important to understanding how tourism works and how it has changed. The numbers for the Grand Palace's nine years from January 2009 to December 2017 have been sorted for study: total visitors, Thai visitors, foreign visitors, adult tickets, children's tickets, group tickets, and three types of

income. The types of visitors are: Thai visitors, foreign visitors from countries outside of ASEAN and civilized countries, and foreign visitors from ASEAN and civilized countries (Chayasirisobhon and Batra, 2019). The Grand Palace has two types of tickets: adult tickets for 130 Baht and child's tickets for 25 Baht for Thai visitors and foreign visitors from countries outside ASEAN or civilized countries. Foreign visitors from ASEAN or civilized countries get free tickets for children under 12. Tickets are split into adult tickets, which cost 400 Baht, children tickets for 200 Baht, and group tickets for 17,500 Baht. Some tickets weren't sold based on the type of visitor, but it wasn't many. Knowing who visits the Grand Palace of Thailand will show how good the public policies, sales policies, and ways to get people to visit in the years before this study was. The study will also let us compare and see how well the Grand Palace makes money.

### **3.2. How Tourism Affects Local Communities Economically**

Tourism has become one of the main ways Thailand gets money from other countries, along with selling farm products. This has made the tourism industry in Thailand grow fast. Tourism in Thailand has grown from 258,095 foreign visitors in 1959 to over 19 million by 1998 (Kontogeorgopoulos, 1998). Because of this large number of tourists, tourism made over 855 billion baht, which is almost 8% of the country's GDP. The number of people who aren't Thai grew from 0.6 million in 1955 to 10.5 million in 1998, and they mostly came from ASEAN countries, Eastern & Western Europe, the Americas, East Asia, and the South Pacific region. But some visitors still think Thailand isn't as good of a place to visit as Malaysia, Singapore, Hongkong, and Indonesia. Even though Thailand has good tourist spots, there isn't as much demand for Thailand's tourist products. Travel and tourism are important ways to get money from other countries and are important for growing many local industries. There is good proof that tourism helps local economies in many places by adding to local income, jobs, and investments. Studies have used tourism numbers, gross regional product, data, and other papers. Most studies have looked at how tourism and the economy are linked, or how tourism creates jobs. Some have also tried to measure how tourism affects the economy. This topic has been studied more in developed countries than in developing countries. But tourism in developing countries is often very different because there are many different people and groups. Many studies have only looked at how tourism directly affects the local community. Others look at the indirect effects. How tourism-related growth affects the local community is still not well understood.

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## **4. Visitor Experience**

The Grand Palace, located in Bangkok between the Chao Phraya River and Silom Road, is a stunning royal palace that Rama I built. For 150 years, it served as the royal home for the Chakri Kings. Construction began in 1782, marking the start of the Chakri dynasty, Thailand's royal family. The Grand Palace has hosted important state events like coronations, royal weddings, and Buddhist ceremonies. Over time, more buildings were added to accommodate various needs. The palace is central to Thai state ceremonies. The Temple of the Emerald Buddha and the Grand Palace together are known as Phra Nakhon (Kings' Cities). The Temple of the Emerald Buddha is the most important royal temple for Thai Buddhists. It serves as a royal chapel and a mausoleum for kings from the Chakri dynasty. It's the most impressive, beautiful, and elaborate of all Buddhist temples. The Emerald Buddha is a small, 66 cm statue carved from a dark green, semi-precious stone, which is considered the palladium of Thailand (Chayasirisobhon and Batra, 2019). It's believed to bring good luck to whichever kingdom holds it. The Grand Palace is greatly respected by Thai people, making it a popular tourist spot and a significant source of local income.

In 2016, the Grand Palace welcomed 3 million tourists, making it Thailand's most visited site. Even with protests in Bangkok affecting tourism, visitor numbers still went up from the year before, reaching 140% of its visitation capacity. The "Visakha Puja" festival, which draws around 300,000 visitors in a single day, may put strain on the Grand Palace's limited space. Crowds form due to political and religious events that frequently occur in and around the palace area, impacting tourist visits and safety. These constraints have led to some losses for the Grand Palace.

### **4.1. Guided Tours and Accessibility**

The Grand Palace offers guided tours in English. While the guides are well-trained, they often can't answer questions outside of their prepared explanations. Also, there aren't any scripts available in Thai for those who don't understand English, whether it's with tour companies or at the palace itself. The explanations focus on the palace's architecture and the Emerald Buddha. It's hard to find information about the king, the royal family, or the evolution of the Kin Mung Kudak since the Chakri dynasty began, topics many Thais are interested in. This complex history is available in Thai books, but foreign tourists can't read them. Despite being Thailand's most visited attraction, there's little academic writing, especially in English, about the Grand Palace's history, architecture, and importance to Thais. This is unlike sites like Angkor, the Taj Mahal, or the Forbidden City, which have plenty of written material (Chayasirisobhon and Batra, 2019). Getting to the Grand Palace is easy by public buses and boats, but hiring a car or chao-pip is more convenient. On weekdays, traffic on Ratchadamnoen Avenue, Na Phralan, Maharat, and Sanam Chai is usually slow until 3:00 pm.

Ideally, more public transportation would reduce the number of tourist cars and buses going to historic sites in Bang Mahal or Mon area. Nowadays, there's an easier way to walk and many more paths that tourists are encouraged to use.

## 5. Cultural Etiquette for Visitors

Visitors are welcome to enjoy the Grand Palace's history and beauty. However, they need to respect Buddhist culture and traditions and act properly in this sacred place. Some important rules tourists should know:

As noted, everyone must dress appropriately. The site is one of Thailand's most important temples and the former royal residence that houses the Emerald Buddha. The Grand Palace includes several sacred Buddhist temples, like Wat Phra Kaew. Therefore, tourists must wear clothes that cover their shoulders and knees. Women also need to wear sleeved tops and long skirts or pants. Those wearing revealing clothes like dresses, shorts, tank tops, or ripped jeans may have to rent proper attire or be denied entry. It's also best to wear shoes that cover the back of the feet; open-back flip-flops aren't allowed.

During your visit, be mindful of your body language. Feet are considered unclean, so always sit cross-legged, never point your feet (especially at monks, Buddha images, or elders), and don't step over anyone's legs while sitting. Kissing, hugging, or any physical contact isn't advised. Smoking is also prohibited. Remember that Wat Phra Kaew is a Buddhist temple. You can only enter when a wall is clearly visible. Keep quiet inside the temple to respect its sacred nature. Avoid taking pictures inside and at the Emerald Buddha Shrine. As mentioned, put your shoes on the stone step before entering and on the floor before exiting.

By following the dress code and cultural etiquette, visitors can truly appreciate the Grand Palace. Showing respect for the site helps foster a lasting appreciation for Thailand's unique culture and traditions.

## 6. Conservation Efforts

National museums are key for countries like Thailand with a rich history and culture. The Fine Arts Department in the Culture Ministry oversees these museums. Thailand has many museums, but only five are national museums in Bangkok. These include the National Museum in the former Wang Na Palace, Thailand's most important national museum, and the Thonburi National Museum near Wat Arun, a lesser-known museum with artifacts from Bangkok. As public organizations, museums should be accessible and known and should constantly seek ways to improve. This study proposes (1) a public approach to relevant government offices and (2) sustainable measures for content, buildings, exhibits, activities, and artifact and building care (Chayasirisobhon and Batra, 2019). The study focuses on the National Museum and the Thonburi National Museum, which have the same operator, as well as other important museums under the Fine Arts Department of the Ministry of Culture. The goal is to define what a museum should be and how it can contribute to understanding Thai culture, inspire awareness in Thai heritage, encourage cultural preservation, and operate sustainably. The study includes museum management, sustainability, and directors' concerns, along with case studies of the mentioned museums. A national museum should represent the nation, its people, culture, and way of life, promoting curiosity and access with items showing all aspects of its operation and service.

## 7. Restoration Projects

The study began with the strategy created for Wat Phra Kaew, the Grand Palace. As the most important representation of Buddhist culture and Thailand's most popular tourist spot, it's important for comparison on restoration projects. Wat Phra Kaew's traditional architecture, murals, stucco decoration, and golden details are very important. Wat Phra Kaew became a sacred place and temple of the Emerald Buddha during King Rama I's reign in 1782. Over the past two centuries, building and structure restoration has been well documented, with important records dating back to early Ratanakosin, an important part of Thai architectural history.

### 7.1. World Heritage Site, Na Phra Lan Road, Phra Nakhon, Bangkok

In 1987, Thailand joined the United Nations Educational, Scientific, and Cultural Organization's World Heritage Convention committee as the 19th country. Currently, there are seven inscribed sites in Thailand, including the Historic City of Ayutthaya, the Historic City of Sukhothai and Associated Historic Towns, the Archaeological Site of Ban Phu Thok, the Thung Yai-Huai Kha Kaeng Wildlife Sanctuaries, the city of the Angel, Cities of the North, and the Dong Phayayen-Khao Yai Forest Complex (Chayasirisobhon and Batra, 2019).

Bangkok, the nation's capital, was built in 1782. It's governed by laws and regulations that are constantly updated to adapt to changing times and cultures. Among government organizations that focus on historic buildings, the Commissioner of Wat Phra Kaew and the Historic City of Ayutthaya Museum believe conservation is extremely important. Wat Phra Kaew and the Grand Palace are closely linked. However, their territory and management are split between two agencies, causing issues for institutions, managers, tourists, and the public.

## 7.2. Challenges in Preservation

Although the Grand Palace is one of Thailand's most admired architectural designs, it faces social and environmental challenges. Over time, modern architecture and urban development have threatened the Grand Palace's cultural identity and value. While its ancient architecture is preserved, modern additions affect its uniqueness and originality. New, tall structures around the area obstruct the complex's ventilation (Chayasirisobhon and Batra, 2019). Land usage around the Grand Palace has also interfered with the view. The Grand Palace and Wat Phra Kaew are the main attractions, but buildings and displays were constructed in order of political importance. What's displayed at one temple cannot be dismantled. The distribution of collected structures depends on the nature of the structure itself.

This study also checks how national credentials are managed through interactive viewpoints. Three groups complain about the damaged national credentials. Social media has advantages in speed and cheaper distribution but cannot compare to traditional media on consistency and reliability. This is more relevant to current mobile landscape. This study gives awareness of diversity and unity in discussing national credentials internationally. World questions are less commonly discussed than traditional media. It is economically and politically difficult to construct unbiased thoughts to audience, just as that it is tough to show tradition outwardly. Traditional media intentionally locks out counterpart complaints to be accused as thwarts to its territory. Followed by alternative media which supports complainants to ally for balance, but still unpaid unverified thoughts that move into anarchism. Lastly, social media differs in speed, with one voice colliding with vast transparency of multi-poled asymmetry, thus resulting in the low potential of seduction which is safer ruining and blackmailing someone.

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## 8. The Grand Palace in Popular Culture

The Grand Palace is a big deal in Thailand, a cultural icon that draws visitors from everywhere. You see its impact on Thai art and culture way more than any other building, like in songs and sayings. It shows up in all sorts of modern Thai art – books, plays, paintings, photos, you name it – both because it's pretty and because it's a national symbol.

The Grand Palace has inspired artists and musicians because it's both grand and beautiful, and it's tied to a lot of history. Many books, plays, and songs about it use the palace as a way to talk about what's going on in Thailand's politics and society in a smart, subtle way. Some poems about the Grand Palace show how well the poets know the language, just like in old Thai writings, and how creative they are. Paintings of the Grand Palace capture its beauty and cultural meaning, showing it off in all its glory. Some paintings at the entrance, in black, gold, and white, show the Sukhothai, Chin, and Ayutthaya palaces getting attacked by the Burmese. You can also see Rama losing Sita and a powerful spirit in the Emerald Buddha Temple statue.

The Grand Palace is up for a World Heritage title, including Wat Phra Kaew (the Temple of the Emerald Buddha), which is one of the best religious shrines out there. Back in 2008, when Thailand held the SMX Convention, they asked UNESCO to name the Grand Palace a World Heritage Site. It's still being looked at.

### 8.1. How It's Shown in Media

Bangkok and Thailand have been getting a lot of attention in movies and TV shows from Hollywood, the BBC, and other countries. Soi Cowboy, the famous red-light area, and other interesting streets have been in movies like *The Hangover Part II* and *Bridget Jones: The Edge of Reason*. Thailand is often shown as a nice place with friendly people in shows like *The Amazing Race* and *Friends*. Plus, travel magazines love Bangkok when they're covering Asia, partly because it's in a good spot in Southeast Asia and is connected to many cities around the world. This makes Thailand more well-known as a place to visit and might make people want to go. But some news stories have said that Thailand isn't safe because of politics and the red-light area, which worries travelers and might keep them away. We'll look at how these movies and news pieces change people's minds about visiting and how they affect Thailand's image. We want to come up with a way to study this topic better.

## 8.2. How It's Changed Art and Literature Changed

The Grand Palace's awesome design has had an impact on other palaces, art, and books in Thailand. King Rama I also created the Chakkrawat Palace, first in the southern part of the walled area. Later, they built another palace inside it called Phra Ratchathai Palace. The Chakkrawat Palace was first made with weaker materials, but King Rama III had it rebuilt with brick and decorated in the Thai style. It's still around today, even though it's changed a bit. Like with other important things in the palace, there were rules about what to do when the Crown Prince used royal coins during King Rama III's time. Grand Palaces with rules like these are mostly still in Takeo, Kandal, and Kompong Speu Provinces in Cambodia. The way the bricks are decorated with small spots for red flowers looks a lot like the style from King Rama II's time.

Grand palaces in other countries gave Thailand ideas for its own, helping them learn what makes a good palace. These countries included Istanbul, Cambodia, and India. Grand palaces have their own style and layout. They can be changed and adapted, which is how unique palaces are made. Ideas from other places have had a mostly good effect, but each palace still has its own special identity. Overall, the beliefs and values of the time are shown in these palaces. Because they're connected to history, language, and the world, grand palaces are easier to protect and more desirable than other buildings. They're tied to people's memories, so they can bring back or strengthen political power.

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## 9. Comparing It to Others

The Grand Palace and Wat Phra Kaew are some of the best architectural heritage sites in Thailand. They're mostly about compassion and culture, with a good mix of design and culture. Because they've been around for so long and show great skill in how they were built and what they're made of, they're like a way to see Thai culture and history over the centuries. Grand Palace has been a general name for the main royal palace since 1782, when King Rama I ruled. The Grand Palace helps Thailand's tourism business by giving money to the local economy, both directly and indirectly.

In 1839, King Rama IV let them build a temple for the Emerald Buddha in an area where they couldn't build more of the Grand Palace. At the time, transportation was by boat. Along with building four Phra Kumindu in 1869, Wat Phra Kaew became one of the River Courtyards of the Phra Nakhon Municipality. When roads were built in the Northeast, it became a Metropolitan Municipality between 1937 and 1942. Building these roads added value to the areas around Wat Phra Kaew, which have important historical sites.

Wat Phra Kaew and the Grand Palace need to work together for tourism. If Thai culture and heritage sites aren't shown in a good light, it can hurt tourism. But, even with some negative things, tourists still really like Thai culture and visit often. Working together benefits everyone involved.

### 9.1. Grand Palace vs. Other Royal Palaces

Tourism can help countries develop in many ways. It can create jobs, reduce poverty, help the environment, and promote culture. This is especially true in Thailand, where tourism is a big part of the economy. But some say that tourism can also hurt cultures if it's not done right. In Thailand, some people think the Grand Palace is more important as a tourist attraction than other royal palaces.

Thailand has a lot of royal palaces, but the Grand Palace in Bangkok is often seen as the best. The Grand Palace is one of the most important buildings in Thailand, and most tourists go there. It's a huge complex of buildings that was built in 1782 and was the official home of the Kings of Siam (Thailand's old name). Tall walls surround the whole area to protect it. There used to be many buildings inside, with Wat Phra Kaew (Temple of the Emerald Buddha) being the most famous and seen as the most sacred temple in the country.

The largest and oldest part of the complex has many important buildings, like the Emerald Buddha Temple and the Outer Court, which have different architectural styles that impress tourists. But, unlike other famous palaces, the Grand Palace is more like a temple than a palace. It's still the royal temple of Thailand, the temple of the Emerald Buddha, which is the most important Buddha image in Thailand and is highly respected by Thais.

### 9.2. How Royal Architecture Is Seen Around the World

Culture and architecture go hand in hand. No culture can stay the same forever, especially with how fast the world is changing. Architecture is something that humans create and use every day. It changes easily and shows what's going on with the people who created it. When culture and society change, it affects architecture too. It can lead to old styles being forgotten, changed, or new styles being created. That's why architecture is a good way to see what a culture is

like. It's what's left behind when a culture adapts to a time and place. The Grand Palace has been a symbol of Bangkok since it was built in 1782. Many architects in Thailand have been inspired by its style. The Grand Palace, which is an old architectural complex from King Rama I's time, is a term for the royal area and other important buildings from the Bangkok period of kings Rama I to Rama V. It shows the impressive design and art of that time. Santichai Prakan Bastion and Wong Wian Yai Monument in Bangkok also show the architecture of that time. The view of the Chao Phraya River from Wat Phra Kaew at the Grand Palace to Wat Rakhang is special, which is why the river has been important for a long time. Bang Pa-In Summer Palace of the Ayutthaya kingdom was a royal summer home with architecture from the Ayutthaya period.

## 10. Future of the Grand Palace

The COVID-19 pandemic hit humankind hard, impacting economies and societies everywhere. Thailand's tourism industry is particularly affected, hurting the economy and the many workers in the industry. Museums are vital to a country's identity because they educate people. Also, museums help to keep national heritage and culture safe, research and fix old stuff, and serve visitors. So, the way national museums are set up and run in Thailand should change with society, visitors, people's knowledge, and the audiences that will be leaders in the future digital world (Chayasirisobhon and Batra, 2019).

Before the pandemic, tourism helped Thailand's economy a lot. But in 2020, Thailand's businesses were some of the worst hits. Museums are good examples when improving tourist areas because they show history, art, and culture. The number of tourists has shot up in recent years. Because of this, it's super important for national museums to do well, mainly the popular ones that attract tons of tourists. Museums must be special and attract people, not just with what they have, but with the whole experience of Thailand tourism. Telling a story about why a place is important, how it fits into people's lives, and how it adds to a country's identity goes beyond just teaching, saving, and showing off the past.

The Grand Palace, where Thai Kings lived, is a big spot for tourists in Thailand. The area has different offices inside, but it's open to everyone daily and brings in a lot of money. Wat Phra Kaew, the Emerald Buddha Temple, is the area where you must pay to get in. By keeping their identities, these offices protect and show history, helping people remember why it's a source of national feelings and helping tourism. This leads to the question of how the Grand Palace helps tourism in Thailand by giving more detail and raising interest in the things displayed around it.

### 10.1. Keeping Things Sustainable

These days, tourism is a key industry for Thailand, and Thailand is a top destination for tourists. So, art, culture, history, and many tourist spots sites have been established. The Grand Palace, where the Emerald Buddha Temple is, is extra special. The Grand Palace has different buildings that show the country and its feelings. Ever since it was built, it's been a center for ceremonies and important events in Siam, now Thailand (Chayasirisobhon and Batra, 2019). With tourism in mind and the idea of using old buildings, lots of new things were added to the site. As a result, it represents the country, the heart of Buddhism. This result is why "Tourist Temple City Association" was created along with a "Temple Condition Action Plan for Tourists" that lists the maintenance of all temples with the goal of making sure tourists saw them well-kept. It is understood that there is a desire to ensure culture and art remain a preserved awareness. What happens relative to tourism destinations indicates a different impact on the Grand Palace area along with the Emerald Buddha Temple, there is hoped things can change. It is a major center of Thai Buddhist art, showing the Chakri Dynasty through a mix of Western and Thai designs, creating a look that is distinct.

Perceptions toward the usage and management will be looked to understand around the Grand Palace. There will be studies conducted to discover tourism impact and sustainability initiatives and lessons learned from the Grand Palace site to see its future potential as the main highlight of the Thailand tourism. Then both kinds of approaches will be implemented to create certain guidelines people need and can follow. It is the desire to use the created guidelines to oversee sustainable tourism and assess what level impacts are relevant to monitoring the site.

Sites are vital for the tourism industry and are major sources of funds of the country. Natural and cultural sites hold historical worth and are tied to the feelings of the community. Grand Palace constructions represent the nation. Ever since it was built, it has been a center of ceremonial and state affairs. Some objects were constructed to bring to the original past objects.

### 10.2. Adapting to What Tourists Want Now

The Grand Palace and Wat Phra Kaew have been super important religious and ceremonial places in Thailand for over 150 years. The Grand Palace has been the home of kings and the center of power since the Chakri Dynasty. Wat Phra

Keaw is where the Emerald Buddha sits. The monarchy has earned lots of respect from the Thai people as the only institution that has survived many political issues. The Royal Family and the Grand Palace are at the heart of what it means to be Thai. These places are part of people's childhood memories and remind many people of their childhood. All things Grand Palace are given important to Thai Citizens.

The Grand Palace has much worth and meaning for Thai people phases of their life's yearly events such as the Royal Ploughing Ceremony, the Coronation Ceremony, and King Bhumibol Adulyadej's funeral rites have been instilled in Thai Citizens. The city has physical things, like buildings and monuments, and social things, like what things mean and symbolize. The walls of the Grand Palace hold interesting stories. The outside walls show stories from Ramayana and warn people to be good. People share feelings and emotional ties with the monument.

In the last 20 years, Thailand has become a popular destination. Many people boast that tourism is Thailand's #1 industry, a driving force for the economy (Chayasirisobhon and Batra, 2019). Tourism helps create a developing nation into a newly industrialized nation. The Thai Government has promoted tourist spots, parks, and more. The goal is to create a good setting for tourists and businesses. Tourist spots are becoming increasingly developed, with Thailand wanting to become a big market. Infrastructure has grown to help tourism.

With all this increased demand and traffic on the infrastructure, this shows the need for adaptation to what tourists want. Spots that are located closer to the tourist locations such as parks should be monitored and analyzed in case of facing these issues. The Grand Palace and Wat Phra Kaew are important places in Thailand. An assessment needs to be made to address whether modern day tourism places a negative impact on Thai society (Campiranon and Scott, 2014). Only articles from peer-reviewed journals written in English will be put in this assessment, along with their relevancy and date of publications being critically assessed.

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## 11. Conclusion

The Covid-19 pandemic hit everyone hard, messing up social and economic progress. Thailand's tourist industry is especially worrying because it impacts the economy and many workers. Museums are key to national identity. They teach, protect, and keep up national heritage and culture, research and fix old stuff, and serve visitors. So, Thailand's national museums should change with society, visitors, knowledge, and the young people who will lead in the digital age (Chayasirisobhon and Batra, 2019).

Before the pandemic, tourism really helped Thailand's economy. But in 2020, it got hit hard. Museums are good to check out when making tourist spots because they show off history, art, and culture. In recent years, more tourists have come. So, it's super important for national museums to stick around, especially the famous ones that get lots of visitors. Museums need to be special and get people excited, not just with what they have but the whole experience, like what makes national museums cool. Talking about how important a place is, why it matters every day, and how it helps with identity and respect makes them more than just places for teaching, storing, saving, and showing old things.

The Grand Palace, where Thai Kings lived, is a huge tourist spot in Thailand. It has different offices inside, but it's open to locals and tourists every day, making lots of money for Thailand. The part you pay to see is Wat Phra Kaew, or the Emerald Buddha Temple. These offices keep their identity, show history and importance to visitors, help them remember the value as a national thing, and help tourism. This makes you wonder what the Grand Palace does for tourism in Thailand, so people get it and care more.

### *Keeping Things Going*

Tourism is a major income for Thailand, and Thailand is a popular destination. Because of this, there are many attractions, cultural stuff, art, and historical spots. One of the famous spots is the Grand Palace with the Emerald Buddha Temple. The Grand Palace has many buildings that show the country and what it's about. Since it was built, it's been where ceremonies and government stuff happen for Siam, Thailand (Chayasirisobhon and Batra, 2019). Because tourism is invited and they can use old buildings, they add extra stuff. Even though it shows the nation, the heart of Buddhism, and the "Tourist Temple City Association," the "Temple Condition Action Plan for Tourists" lists the problems to make sure temples are kept up for tourists. All the problems show they want to keep culture and art alive but watching what's going on with tourist spots shows it affects the place differently, and action areas of Grand Palace, Emerald Buddha Temple, give hope. It's the center of Thai Buddhist Art that shows off the Chakri Dynasty's glory with a mix of Western and Thai styles that make it special.

Ideas about how to use and run things will be rested to help you to understand the Grand Palace better. A study of how things are kept going, how tourism affects things, and what they learned from the Grand Palace could make it a real heart of Thailand tourism. Guidelines for future safety will come from this place. Both ways of thinking will use numbers to guide situation level pointers so keep up with and think through staying power and tourism effects at temple spots. Attraction spots are a key part of the tourism industry, which is a major source of money. Plus, spots with nature, cultures, religions, and arts contain important historical ties for local groups because they're seen as what they are all about. The Grand Palace is made up of a few buildings that not only stand for the nationality, but since it was built, it has been a center for ceremony and state events for Siam, Thailand. Some items were built to be added to existing old items.

### *Changing to Fit Today's Tourist Needs*

The Grand Palace and Wat Phra Keaw have been the country's most religious and ceremonial spots for over 150 years. The Grand Palace was where kings lived and the place for administrative and bureaucratic power during the Chakri Dynasty. Wat Phra Keaw has the Emerald Buddha, the most honored sacred image in the Kingdom. While Thailand has had changes and political issues, the monarchy is still around, winning respect from Thai people. Now, the Royal Family and the Grand Palace can't be separated from how Thais think. The Grand Palace and Wat Phra Keaw are part of childhood memories. Sounds from the Grand Palace remind people of childhood feelings. The Grand Palace matters a lot on a national level, and everything about it is important to Thai people.

Thai people give the Grand Palace importance, marking key moments in their lives. Yearly events like the Royal Ploughing Ceremony, the Coronation Ceremony, and King Bhumibol Adulyadej's funeral stay in Thai people's memories. The main city contains things you can see and touch, like buildings, styles, and monuments, and things you can't, like what they mean. The Grand Palace's walls hold stories of wealth, culture, and greatness, from designs to cement. The outside walls show stories from Ramayana while warning those who are bad. People feel emotionally attached to the holy place.

In the last 20 years, Thailand has become one of Asia's fastest-growing tourist spots. People in the tourism industry say that tourism is Thailand's biggest industry, helping the economy and making money (Chayasirisobhon and Batra, 2019). Tourism has been seen as a way for a country to go from developing to industrialized. So, the Thai Government has tied its hopes to the land of agriculture, the many sales for tourist spots, parks, villages, or the idea of a Land of Smiles. The goal of these sales is to make things good for tourists and businesses. Tourist spots are getting more developed, because Thailand wants to be Asia's drive market. Efforts to get more tourism have popped up and made new tourist spots.

Because of so much pressure, how the place is changing to fit tourism should be looked at. Local day-trip spots, like parks or historical sites, should also be looked at in case they have the same problems. The Grand Palace and Wat Phra Kaew, seen as one of Thailand's most important royal sites, should also deal with changes from tourism. The main goal is to watch where the Grand Palace and Wat Phra Kaew stand with modern tourist needs. Also, we will look at how it affects Thai society (Campiranon and Scott, 2014). We'll only use checked articles from English journals. How important they are and when they are written will also be thought about. The Grand Palace, Thailand's top spot and symbol, was put together in 1782. It has stayed almost whole even though it's been worked on often for the last 200 years. This Thai building from the 1800s, full of shiny stuff and with a mix of styles, is still the country's fancy center and a key spot for visitors to the old kingdom. But the charm of the Grand Palace is just a look at Angkor fortresses. (Campiranon and Scott, 2014). As a place to visit, the Grand Palace seems amazing, exciting, and wanted. People are wowed by how big, complex, and beautiful the buildings, monuments, paintings, and statues are. People really want to touch the carvings, towers, and designs. The Grand Palace changes Thai tourism a lot. It's the most important feature of the kingdom and one of Asia's best things. Because of stories of the shiny throne where kings are crowned, of problems, of guards in dressy clothes, and shiny gold, tourists come to see it. The Grand Palace stands for how humble Thailand is and is still the king's home.

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