

COMPLETION REPORT

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【Subject of Research Project】

Memorable Tourism Experience: A Study of Hospitality Tourism in Japan and Indonesia

This study examines how the principles of Omotenashi (Japanese hospitality) and Tri Hita Karana (Balinese philosophy) can be integrated into the dimensions of hospitality, including non-human hospitality and atmosphere/ambience, to enhance Memorable Tourism Experiences (MTE) in Japan and Bali. MTE can create a positive destination image, encourage repeat visits, and enhance word-of-mouth recommendations. The main objective of this study is to understand how memorable tourism experiences are created in Japan and Bali. The study uses a constructivist paradigm and an inductive approach, where reality is considered relative and dependent on individual perspectives. Data was collected through semi-structured interviews with hotel staff, homestay owners, and tourism managers in Japan and Bali. Omotenashi and Tri Hita Karana, from Japan and Bali respectively, offer unique perspectives on how these elements can be integrated to enhance tourist experiences. The research findings indicate that hospitableness, non-human hospitality, atmosphere/ambience, and eudaimonia are essential components in creating memorable tourism experiences. Omotenashi emphasizes hospitality and sincere service with attention to detail to ensure customer satisfaction. Tri Hita Karana emphasizes acceptance and respect for guests as if they were family, in line with the concept of Rwa Bhineda. Omotenashi focuses on providing high-quality facilities such as comfortable accommodation and quality food and beverages. This attention to detail aligns with the principle of giving the best without expecting anything in return. The Palemahan aspect of Tri Hita Karana emphasizes harmony between humans and nature, so the facilities provided should be environmentally friendly and support nature conservation, such as using natural materials and locally sourced food. Omotenashi creates a harmonious and comfortable atmosphere through traditional architecture, calming colors, natural sounds or traditional Japanese music, distinctive aromas like cherry blossoms or green tea, and cleanliness and tidiness. This reflects the principles of Wa (harmony) and Sei (cleanliness) in the philosophy of Chanoyu. Tri Hita Karana encourages architectural designs that are in harmony with nature, the use of natural colors, natural sounds, and local plant aromas to create a peaceful and comfortable atmosphere, in line with the principle of Palemahan. The principle of 寂 (tranquility), as one of the principles in Chanoyu (Japanese tea ceremony), which means tranquility or inner peace is key to achieving eudaimonia in Omotenashi. Eudaimonia in the context of Parahyangan (relationship with God) means achieving true well-being through a deep and meaningful spiritual relationship with God. Religious practices and meditation can help achieve inner peace and spiritual well-being. The concepts of Omotenashi and Tri Hita Karana are closely related to the cultural contexts of Japan and Bali. The application and interpretation of these concepts may differ in other cultures, which can limit the relevance of the findings outside these contexts. Research can be conducted to test whether the findings about Omotenashi and Tri Hita Karana can be generalized to other tourism contexts outside of Japan and Bali.

Publication of the Results of Research Project:

Verbal Presentation (Date, Venue, Name of Conference, Title of Presentation, Presenter, etc.)

1. Desember 7-8, 2023, Surakarta, ASJI International Symposium & Seminar on Japanese Studies in Indonesia, Experiencing Local Hospitality in Japan, Teti Indriati Kastuti and Sugiarto
2. October 10, the Centre for International Trade and Business in Asia (CITBA)2024, the 3rd International Conference on Business, Economics, Management, and Sustainability (BEMAS), The Role of Destination Attributes in Shaping Memorable Tourism Experiences (MTE): Investigating Hospitality from the Perspective of International Tourists in Bali, Teti Indriati Kastuti

Thesis (Name of Journal and its Date, Title and Author of Thesis, etc.)

1. DergiPark, Journal of Tourism Leisure and Hospitality, in Review.
Memorable Tourism Experience: A Study of Hospitality Tourism in Japan and Indonesia (Bali)
Teti Indriati Kastuti, Sugiarto
2. ASJI Proceeding Book, December 7-8, 2023
Experiencing Local Hospitality in Japan
Teti Indriati Kastuti, Sugiarto

Book (Publisher and Date of the Book, Title and Author of the Book, etc.)

Shinyuu Japanindo Publisher, 2024
Rahasia Keramahan Jepang: Dari Tradisi Minum Teh Hingga Filosofi
Teti Indriati Kastuti