

Studying the benefits of Hospitality in Japanese culture and applying it to the school environment - A challenge even for students majoring in Japanese language

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Abstract

When we come to Japan, we are not only impressed by the modern society but also by the quality of service. It is the Japanese hospitality culture that makes this service special. You can see culture everywhere, such as trains, stations, restaurants, convenience stores and daily life. Just a small act like smiling, being grateful and listening to the audience, but creating a service that pleases the audience. Therefore, Japan's service industry is highly appreciated. If Vietnamese companies adopt this culture well, Vietnam's service industry can develop. Hospitality is shown from the smallest things such as the layout and arrangement of space to give customers a peace of mind, the most comfortable when using the service. The Japanese believe that thanks to that, customers and anyone else will feel respected. In this article, hospitality is mentioned with unique aspects and we need to learn, especially young people need to learn more. The data in this article are collected from other research and comparing current and previous documents, research shows that it is very important to teach hospitality for young people including students.

Keywords: culture, hospitality, students, service, Japan

1.Introduction

It is said that the origin of hospitality comes from the traditional Japanese tea ceremony. In the tea ceremony, when welcoming customers, choosing tools, and cleaning the tea room and garden. It is also important to choose the color of the sweets, and bowls according to the season and spend many days preparing for the moment of drinking tea. In addition, make tea while paying attention to the temperature of the hot water depending on the temperature and climate of the day (Ikeda, 2013). At the tea ceremony, all encounters are regarded as "only one-time meetings," and both customers and themselves must cherish each other's moments. Therefore, the guests must also express their gratitude to the person who made the tea so that they can spend a comfortable time with each other and build a good relationship after that. These ideas have been passed down like the roots of the famous hospitality (Radojevic et al., 2019).

Interest in hospitality has grown steadily, and the word "hospitality" is heard all over Japan. The etymology of hospitality is

creativity, grace, behavior, attitude, treatment, feast, and hospitality etc. There are two etymologies for that word. One is there is no front and back, and the other is achieve with things (Kushimoto, 2017). There is no front and back has the same meaning, and it means welcoming customers with a warm heart that has no front and back. The second meaning comes from the polite word of the word "hospitality" used when "hospitating guests". And the things mentioned here include not only things but also feelings. In other words, it means achieving customer satisfaction.

2. The role of hospitality culture in Japanese daily life

Hospitality culture is ubiquitous in Japan and pervades every corner of Japan's daily life. The culture is widely shared from private life to our society. In the olden days, taxi drivers often got out of the taxi and opened and closed the doors as part of their service, every time a spectator got on and off. However, doing so not only hinders the driver's work when it rains, but also tends to cause troubles such as accidents.

Therefore, automatic doors for taxis were manufactured (Ikeda, 2013). The automatic opening and closing door of this taxi can be said to be a symbol of Japanese hospitality culture. After getting in the car, the audience is asked where they are. Then drivers often mentally calculate how much it will cost and always advise them to take the subway to save money. In addition, some drivers bring spectators to the information booth at the station (Gaiko et al., 1995).

One of the famous things in Japan is the public toilet. First, there are always people who check the toilet regularly. Second, the Japanese are highly aware of the common interests of the community. They are thinking for other persons. The other is that Japanese restrooms use toilets with many useful functions. This device is considered Japan's pride and is the preferred product in many countries around the world. There are many famous toilet equipment companies in Japan.

It is very difficult for the visually impaired to know which brand and type of drink. Difficulties are natural for the visually impaired, as even the average person sometimes makes the mistake of branding. Recognizing this difficulty, the Japanese put Braille on the drink cans. Thanks to that, you can tell which brand and type this drink is by just touching the lid of the can. Not only drinks, but also Braille on signboards, elevator buttons, and business cards. Besides, Japan is the first country to use Braille blocks. The visually impaired guidance block is a block laid on the road surface or floor to provide the visually impaired with the information necessary for walking and to guide them safely. There are two types: a "linear guidance block" with convex parallel lines that indicate the direction of movement, and a "dot warning block" with convex dots in a grid pattern that alerts attention and warning (Radojevic et al., 2019).

A wonderful hospitality culture exists not only in society but also in the private life of Japanese people. The spirit of hospitality has been formed as an integral part of Japanese daily life since childhood. Each person is always thinking for the feelings of others. For the Japanese, the culture of hospitality is not defined, but expressed as a custom through action. For example, when handing something to write, such as a pen, it is basic to hand it politely and so that the recipient can easily pick it up (Bryce et al., 2015). You can feel the

politeness by laying the pen on its side and handing it with both hands. Based on that, the procedure for handing the pen is as follows. Put the pen with the cap on the back or press the button to pull out the pen tip. Point the pen tip downward and raise the pen so that it is not dangerous and easy for the other party to pick up. Lightly hold the underside of the pen with your right hand and attach your left hand from below. Give it to the other party's dominant hand. Then, you can have a space for the other person to hold and write immediately. In short, we need to put ourselves in the position of the recipient so that the recipient can easily get what we want to pass (Kushimoto, 2017).

Regarding Japan, it is food culture that must be mentioned. And one of the four elements that make up Japanese food is hospitality. "Hospitality is not a one-sided service to customers. It is a feeling of compassion for each other." It is not just the service to our customers that we value our customers. Customers also appreciate the preparations of their masters by tasting the food and appreciating the alcove and tableware. By saying "Itadakimasu" and we will be satisfied.

3. Literature review

Every country and every culture has different ways of showing hospitality and learning how a nation displays hospitality will also help you gain a deeper understanding of that nation's culture. In Japan, there is a phrase called "omotenashi" that refers to a culture deeply rooted in this country's tradition of hospitality. The service industries of both countries play an important role in the economies of Japan and Vietnam. So far, Vietnam's services have not been successful and there are various problems. On the other hand, Japan is famous for its high quality of service thanks to its hospitable culture (Ikeda, 2013).

These studies mainly focus on the overview of the hotel and corporate culture. However, each study presents a different and unresolved aspect of the service industry in Vietnam. Understanding the role of hospitality culture in the Japanese service industry can apply the spirit of hospitality to the Vietnamese service industry. Furthermore, we decided to analyze the difference between hospitality and Western hospitality, and the areas for improvement in Vietnam's service industry and Vietnam's service industry (Gaiko et al., 1995).

“Omotenashi” originates from the tea ceremony, showing passionate concern for visitors. The term is also specific to Japan itself, expressing Japanese thinking about the host's care more than what the guest expected. Visitors to Japan will feel “omotenashi” when traveling here, especially through cultural experiences such as staying at a ryokan (Japanese-style inn), eating kaiseki (traditional dinner food), or tea ceremony. “Omotenashi” is the general term used to describe the concept of Japanese hospitality. It goes beyond simply providing a service—it requires genuine empathy and concern. Sato describes it as “reading an atmosphere deeply, being mindful of every situation, and genuinely caring about guests’ well-being. Japanese people strive to look after their guests without their guests needing to express their desires verbally.”

It is not easy to completely translate the term “omotenashi” into another language because it has many different nuances that are based on personal experience. It is the feeling of unbelievable kindness towards tourists, surpassing even the “Customer is God” formula that you can ~~clearly~~ feel in Japan. It is in the way the cleaning workers on the shinkansen bow to greet the guests or the way the staff brings you a box to store your things when entering the restaurant. Hospitality or “Omotenashi” is a way of providing service to bring the most comfort and respect to customers, more than they can imagine (Radojevic et al., 2019).

There is no better way to experience “omotenashi” than the tea ceremony. At the heart of every tea party are the guest and the owner attentively watching the guests' smallest gestures or actions to create harmony in the tea ceremony. The most important part of a tea party is how the host prepares a cup of tea from the bottom of his heart.

4. Methodology

To support the article, a short survey was carried out and many opinions were collected from people. With the support of school children, students, and even young people who go to work early in different companies in Ho Chi Minh City and neighboring provinces. There are also categories that have not fully covered the small dimensions of this problem. The article uses the method of comparing current and previous documents, survey form and supporting means such as email, facebook,

etc., are used to ensure that the survey results are most appropriate and accurate.

5. Results and discussion

In Japan, as the number of foreign tourists increases, there are increasing opportunities to show Japanese services and customer service to foreigners. According to data released by the Japan National Tourism Organization (2015), the total number of foreign visitors to Japan in 2015 was 19,737,409, an increase of 47.1% compared to last year. Even in preparation for the Tokyo Olympics, Japan's "hospitality" has been disseminated overseas as Japan's strength, and it seems that it has received a certain amount of evaluation. The hospitality culture has spread all over Japan for a long time and appears in various fields such as daily life, personal life, and workplace. Since it has been a culture for many years, hospitality is almost always something that Japanese people take for granted, and it is not special. However, for foreigners visiting Japan, the strong feeling of "Japanese hospitality" may be due to the special nature of their lifestyles overseas (Fukushima, 2011).

A service is, in economic terms, provides utility and satisfaction, with no goods left after it is sold. It is a product handled by the tertiary industry. In the past, in service research, the following four have been theoretically pointed out as the basic characteristics of services (especially compared to goods). These are intangible, variable, extinct and simultaneity. According to business scholar Philip Kotler, “In addition to the concrete form, the service is also included in the product. The service is essentially the activity performed for sale and the benefits provided. It is intangible and will not be owned in the long run”. In a broad sense, products include experiences, people, places, organizations, information and ideas. Therefore, the service industry is divided into various types. Depending on human needs, the service industry will be created or lost.

The service industry is an important industry that accounts for nearly 70% of the Japanese economy on a GDP and employment basis. In particular, service demand is expanding due to changes in social structure such as the declining birthrate and aging population, and outsourcing to improve the operational efficiency of companies, and it is expected that it will be a driving force for Japan's economic growth along with the manufacturing industry. It has

been (Kushimoto, 2017). The weight of the service industry in added value is increasing every year. Therefore, in order to increase Japan's growth potential, the focus was on promoting the non-manufacturing industry, including the service industry. The weight of the Japanese service industry was about 50% in 1980, but increased to just under 70% in 2010. In Japan, the weight of the service industry in employment increased from more than 50% in 1980 to about 70% in 2010. It is calculated that 1 in 1.4 people is involved in the service industry.

The culture of hospitality in the service industry is known to allow sellers to anticipate customer needs and provide quality services that exceed customer expectations. What role does that culture play in the Japanese service industry? Good products and services attract customers and get them to buy. Especially in the service industry, it is necessary for products

to be made according to customer requests. In the manufacturing industry, companies manufacture products and sell them in large quantities, but in the service industry, sellers need to discuss with customers and change products according to their wishes. Of course, customer requests and expectations vary from customer to customer. For example, when traveling by taxi, the destination depends on the customer. When you go to a restaurant, customers order from the menu according to their taste. Therefore, what if the customer receives better service than expected? In Japan, when a traveler takes a taxi, it is said that the driver will calculate the distance and take him to the subway so that he can arrive at a cheaper price. Alternatively, when ordering, the clerk can remember that the customer does not eat spicy food. Such a small attention will make the customer more satisfied (Alemán Carreón et al., 2021).

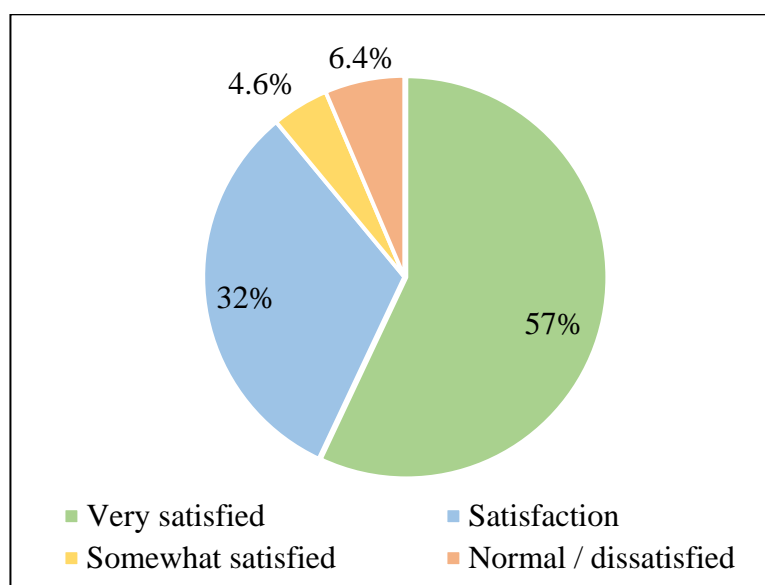


Fig.1: Satisfaction of foreign tourists visiting Japan

If a customer unexpectedly receives more service than expected, whether or not they have any expectations, the store will reach an impressive level. And the feeling of satisfaction beyond that satisfaction is called happiness. The following figure illustrates this (Fig. 1).

Thanks to the spirit of hospitality, Japanese companies can anticipate customer needs and provide higher quality services than customers expect. The service is valuable as a high-quality product only when the customer is satisfied. Companies that obtain customer satisfaction

can also satisfy and maintain existing customers and attract new customers. For example, according to Japan Tourism (2017), the answers to the question "satisfaction of foreign tourists visiting Japan" were "very satisfied" at 57%, "satisfaction" at 32%, and "somewhat satisfied" at 4.6%. On the other hand, 6.4% of the respondents answered "normal / dissatisfied" to the question "satisfaction of foreign tourists visiting Japan".

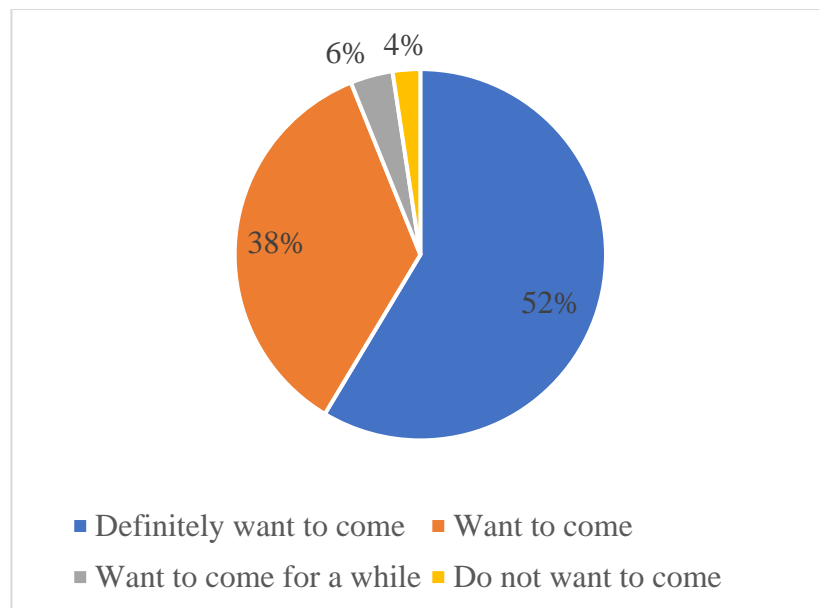


Fig.2: Intention to revisit foreign tourists visiting Japan

At the same time, the answers to the question "Intention to return to Japan by foreign tourists" were "I definitely want to come" at 52%, "I want to come" at 38%, and "I want to come for a while" at 6%. On the other hand, 4% of the respondents answered "do not want to come" to the question "Intention to return to Japan by foreign tourists" (Fig. 2). The quality of the product and service determines customer satisfaction and whether the customer will continue to use the service or purchase the company's product. That satisfaction is the result of the spirit of hospitality.

What would a Japanese company look like without a culture of hospitality in Japan? The Japanese people work very finely and diligently, so the products they make are always of high-quality. However, when it comes to high quality, not only Japan but also other countries such as Germany and the United States may use high quality products. It is the hospitality culture that has brought about something special that is not found in the service industry of other countries (McMurray, 2018).

Hospitality culture is indispensable for forming an important corporate culture in Japan. For Japanese companies, working effectively with colleagues, achieving good results at work, and getting customer satisfaction are the happiness of work. However, achieving that happiness is not easy. Therefore, in order to succeed, it is necessary to grasp the spirit of hospitality. No one is perfect and of course, the

Japanese are not perfect (Morishita, 2021), but they have many qualities worth learning. Hospitality in Japanese business is clearly demonstrated by customer care service. However, the Japanese culture of hospitality is infiltrated into the relationships within the organization. A heartfelt service spirit extends from bosses to staff, between employees and the entire company. That spirit is nothing but hard work to build a relationship of trust with customers and to obtain the satisfaction of the audience. This way of working is to sacrifice oneself for the sake of the group from the spirit of the group (Radojevic et al., 2019).

When it comes to relationships between employees, I think for others, so when I use something, I undo it, and if it's a document, I carefully organize and annotate it by name, list, and order. When a partner or customer comes to the company, hospitality is expressed through the customer service of employees, the welcome and see-off of customers, and so on. For example, tea and newspapers are prepared for guests, and careful guidance at the reception. Alternatively, when handing a business card, there is a principle that the business card is handed over with a smile, the business card is directed toward the other party, and the name is not hidden by the finger. Small gestures help make Japanese businesses more successful (Alemán Carreón et al., 2021).

In addition, the spirit of hospitality is reflected in the behavior of customers.

Customers observe every detail of each service they receive and receive it with gratitude and sincerity.

6. Recommendations

It can be said that the Japanese instinct is extremely independent. First, they try not to cause trouble for others. Second, they pay attention to what others think of themselves and try to maintain a good image. These two things go hand in hand and every Japanese child is taught that way from an early age. The basic idea behind these two philosophies is that if everyone behaved like that, Japan would definitely be a place to live. If this is explained in school, integrated into the lecture, that would be great (Kushimoto, 2017).

Besides, there is a concept called "tatemae" - emotions expressed on the outside, contrary to the thoughts and beliefs of the individual. That is, the Japanese may feel uncomfortable about something but try to keep the peace warm. The goal is not to damage your image in the eyes of others. This also plays a big role for anyone, especially young people (Gaiko et al., 1995).

Even if they have no intention of making a relationship in the future, a cheerful reply always needs to be uttered. Does it seem that the concept of "tatemae" is a bit close to "courtesy"? That is, a small lie so as not to offend anyone (Aleman Carreón et al., 2021).

To rebuild the queuing culture, which has become a beautiful old habit of the Vietnamese people in the years after liberation in 1975, when buying any goods, you had to wait for the right number and the right name (Fukushima, 2011). This requires managers at all levels to create spaces for citizens to queue – places that often congregate. For acts of jostling, breaking the barrier can initially prompt, warn, or even force back to the last position. Only then will they see whether their actions are right or wrong. We need to establish a just society in all fields, if done synchronously, perhaps Vietnamese culture will get a new look, a sympathetic look from international friends.

The government of Japan has set goals for the number of overseas tourists in Japan at 40 million in 2020 and 60 million in 2030, while setting a goal for tourist spending in Japan at 8 trillion yen in 2020 and 15 trillion yen in 2030, significantly higher than the initial plan. To achieve these new goals, using the "Omotenashi", businesses will use the personal data provided consensually by tourists to Japan

to collaborate through the platform to create and improve services for future tourist efforts. This system will help overseas tourists in the following ways, for example once tourists have registered their information in the "Omotenashi", they will not be required to re-register the same information when using smartphone applications or enjoying services of the different businesses and communities that participate in the platform. Once tourists have registered their own languages in the platform in advance, they are able to enjoy concierge, restaurant, and other services in the registered languages at the participating businesses and communities. Once tourists have registered the addresses of their accommodation and home, they are able to enjoy smooth delivery services for luggage and parcels and are not required to complete any extra procedures for shipping, e.g., filling in shipping forms with addresses. The platform will help service providers to collect and analyze personal information on many overseas tourists, e.g., their hobbies, tastes, and history of activities and shopping, which could be difficult to obtain by single businesses or communities, thereby enabling such providers to develop new services or cultivate new markets. "Omotenashi" is firmly ingrained in Japanese culture, and the people of Japan welcome these guests with both open arms and minds and strive to understand and recognize the requirements of their religions to assure that they see the best that Japan has to offer.

7. Conclusion

To solve the above situation, it is necessary to have the strength of the community expressed in a common sense of discipline and joint action against any uncultured behavior; It is necessary to have the educational power of the school and the society, and to have the desire to live a kind and dignified life of each person. The world has given us great examples such as how the Japanese lined up to receive relief after the 2011 earthquake and tsunami, the way the French, Swedes, and Koreans line up to live a civilized lifestyle. And not far away, right in the school we go to, even in the neighborhood we live in and even in any public place we can see next people with low consciousness who are patient row. To protect fairness so that people with good sense and ourselves do not have to wait or be annoyed by

those who lack consciousness, there needs to be a queuing culture in the community and the nation.

CONFLICT OF INTERESTS

None

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