

CHAPTER I

INTRODUCTION

1.1 Research Background

Many people who goes abroad will find them facing new cultures and habits that are different from their origins. People will find some of them suits themselves or finds them disturbing. In every Country, there will always have their own culture and habits. From Japan that has been recognised as many travellers bucket list to experience the best service excellence that could exceed the customers' expectations and create an unforgettable moments to Dubai who has made many tourists curious and dream to see their modern society and tourism attractions.

Japan and Dubai has been chosen for this thesis as my focus of study was due to my own interest and experience while I was having a 6 months of internship in each of the country. From Dubai's exotic and luxurious vibes to the traditional and caring experience in Japan. I have chosen this idea as my topic is because of the difference sense of service styles that they offered. I have found that Dubai had a very strict public rule and had influenced to tourists as well like how they treat women with very careful rules. As for Japan, I have found and experienced many great customer services and various occasions for example when I was lost in a subway and the local's doesn't hesitate to approach me and helped me even with language boundaries.

Japan has been my peek of interest since I was a little kid and it came true went I got to have a chance to have an internship there and experience the wonderful culture itself.

Japan is a land of culture since the ancient times that has attracted many travellers. According to the World Economic Forum about travel and tourism competitiveness (2017), Japan has been ranked 4th out of

141 other countries. That has shown that Japan has made many progress in the past which made the outcome of the present time. According to Smith (2018), Japan has been the fastest major travel destinations since 2010 since they had relaxed the restrictions of visas from a total of 66 Countries and out of the 66, China and South Korea has the majority in coming to Japan. Since China has become the most international expenditure in 2016, it has fuelled Japan by the ranks from their spending's in tourism. According to Japans National Tourism Organisations data base, a total of 31,191,856 International tourists has visited Japan in 2018 which was an increase of 4.1% than the previous year.

Since there are many tourists that came, many has been affected to the cultural phenomenal. One of the cultures was a a culture that many countries use but Japan doesn't and that is "no tipping" which has a deeper meaning than it looks. According to a reviews in Trip Advisor by the id of (mamajelli, Tokyo) *Japan doesn't accept Tipping is because it's their culture of being nice to others and the way of they are being nice to others doesn't want them to see as they want the tip, but as just being nice.* There are many reviews that connects to the non-tipping culture and as its says before, it could be offensive at times to according to a tripadvisor review by the id of (Robert W, United Kingdom) which is from an international tourist.

Dubai was a popular and a well-known place now a days and to get a chance to be there has been my goals especially experiencing the luxurious and exotic vibes from it.

According to Dubai's Tourism sector, Dubai has a total of 15.92 million international tourists in 2018 and has become the 7th most visited place a heading New York and many other destinations in Europe and America according to Maceda (2018) in Gulf news.

Since there are many tourists that had come to Dubai, a lot has experience themselves in the culture and phenomenon that Dubai had

offered like Ramadan. According to Ross (2018), *“Ramadan is the most sacred month of the year in Islamic culture. Muslims observe the month of Ramadan, to mark that Allah, or God, gave the first chapters of the Quran to the Prophet Muhammad in 610, according to the Times of India. During Ramadan, Muslims fast, abstain from pleasures and pray to become closer to God. It is also a time for families to gather and celebrate.”*

According to one of the tourist’s review that had come to Dubai, Ramadan had affected almost all commerce in that city. According a review in Trip Advisor (vagabondsydney, Sydney), *“Ramadan in this city means no service of alcohol, no problem, but no service of food in public places between 6.30am & 6.30pm which meant no cafes or restaurants open for lunch anywhere, even in the malls.”*

According to the background mention above this study is about the service style and Service culture comparison of Dubai & Japan, a study case of Bab Al Shams Hotel, Dubai and Karaksa Hotel Osaka Namba, Japan.

1.2 General Statement of Problem Area

Japan has made many travellers and tourists that has been there mesmerised by their hospitality and customer services, even the ones who hasn’t been there kept imagining and has been set in their mind that Japan is a must stop travel destination whereas Dubai is one of the most anticipated travel destination with prestigious monuments and skyscrapers.

1.3 Research purpose

The main objective of this research is to understand the different aspects in service and culture through experience and analysis from Japan and Dubai.

1.4 Research Problem

The problems of this research are the different Service styles of Japanese Culture and Dubai Culture

1.5 Significance of studies

This study could benefit the hospitality industry, knowing that the research will give a tips of future visitors or tourist a point of view on what are the “Do’s and Don’ts”, Things that are essential for traveling these countries, Guidelines for experiencing the cultural lifestyle of the local citizens and to explore the differences from each service styles in Dubai and Japan.

1.6 Scope and Limitation

The value of service style from each Country without seeing their star skills since this study case is from Bab al Shams (5 star) and karaksa (3 stars).