

## CHAPTER V

### CONCLUSION AND RECOMMENDATION

#### 5.1 Conclusion

Based upon the data that had been gathered from the researchers field findings through observation and experience and the interview about the national culture influence towards the service style to 2 participants from *Bab Al Shams Desert Resort and Spa Dubai, UAE* which was 1 intern and 1 guest relation Officer and 3 participants from *karaksa hotel* which was 2 inter in *karaksa hotel Shinsaibashi I* and 1 Chief of staff in *karaksa hotel Osaka Namba* that was thoroughly analysed, therefore it can be concluded that :

1. The power distance in Dubai is wider than in Japan that the hierarchical system is far stricter than in Japan. Both countries accepts tourists very happily without any problems with a note that in Japan you will face some language barriers but that doesn't stop the locals to communicate and tourists from Asian countries will be given more attention by the locals in Dubai. There are some discriminations on both countries from the locals towards expatriates but Japan is more tolerable.
2. Gender roles in both country has a huge impact. In Dubai, women are prioritized from any aspect such as interacting and the how they are treated. In Japan, man are prioritized in business related activities and the chances in accepting in a company are higher than women. The competitiveness are not seen in daily life from both countries but Japan is more caring to each other than Dubai.
3. Innovations are acceptable and welcomed in both countries in developing the economy or technologies until the extent that the Japan will filter them and make it their own. Both Dubai and Japan accepts other religions and their practices but for Dubai, they are strict upon things such as LGBT, there

are some but not in public. Getting in a job in Japan for foreigners isn't as easy as in Dubai as there are in need of language fluency level in Japan.

4. Dubai's long term orientation analysis aren't there because as the amount of natives aren't much and doesn't mingle with expatriate locals in Dubai. Both countries cultural phenomenal has occurred the whole country as such that even tourists are obliged to follow the practices or beliefs. For Dubai it is when "*Ramadhan*" and the time when it is fasting and as for Japan are the etiquettes, greetings and the way they do stuff. Japans long term orientation are very strong until the extent that their daily and business related activities are influenced by their culture of etiquettes, greetings and beliefs and the term of "*Omotenashi*" isn't the reason why Japanese are what they are today but, it is the culture itself that made "*Omotenashi*" today.
5. Japanese is more of collectivist country rather than an individualist but the ratio is only a slight difference. Dubai is more of an individualist but same as Japan, the ratio are also a slight difference as both countries has a similar balance on both aspects.
6. The service style on both countries are in fact were affected by the national culture itself. In all of the aspects in Hofstede's country comparison analysis had shown that the national culture has a huge impact in what kind of service style that the country has offered to tourists, foreigners and themselves.

## 5.2 Recommendations

Based on the conclusion that the researcher has stated above, here are some recommendations that the researcher had made:

1. To respect the habits, beliefs and culture of both countries if planning to visit or staying.
2. Identify what is the most important things to know and avoid to experience the best in both countries.
3. To give tourists, scholars and people who are going to stay in these countries the benefit of knowing the Do's and Don'ts's in these countries.