Chapter 107
Future Research Directions in E-Tourism Studies:
Blind Spots and Complaint Analyses Using Data Science Method

Hajime Eto
The University of Tsukuba, Japan

ABSTRACT

As this book has the limited numbers of chapters and pages, many important issues remain unanalyzed. This chapter picks up and roughly discusses some of them for the future analyses in more analytical ways. The focuses are placed on how to apply the data scientific methods to the analyses of public voice, claims and behaviors of tourists, customers and the general publics by using the big data already acquired and stored somewhere.

NEED OF CONCEPTUAL ANALYSIS OF HOSPITALITY USING BIG-DATA ANALYSIS METHOD

Hospitality is important in tourism (Tom & Clayton, 2006; Walker, 2007; Hallin & Mamburg, 2008). Indeed, many tourism organizations stress hospitality strategies (Olsen & Roper, 1996). But its meaning remains unanalyzed at present at least in Japan (for "hospitality", see KEY TERMS AND DEFINITIONS, below).

At the IOC (International Olympic Committee) Meeting 2013 in Buenos Aires, Japan succeeded in inviting Olympic Game 2020 to Tokyo over the competing cities (Istanbul and Madrid). The top keyword used by Japanese delegates was "*omotenashi*" for the purpose to characterize the merit of Tokyo. In this meeting, the delegate used the word "*omotenashi*" to mean the hospitality. According to the Japanese dictionaries, however, "*omotenashi*" does not mean the warm and considerate hospitality or kind welcome. This "misuse" of the word reflects the absence of the concept of hospitality among the Japanese delegates and possibly Japanese service businesses including tourism industries.

This word is not often used in Japan and therefore was perceived as a sort of novel word. As a "new" word, "*omotenashi*" was selected as one of The Word(s) of 2013. Every yearend, one new or almost new popular word is selected as The Word of the Year. In 2013, an interjection "*zje, zje, zje*" with the meaning "ah" or "oh" was extremely popular, originally a dialect in a small fishing village along Sanriku Coast in Tohoku, which was badly damaged by Tohoku Mega-quake and Tsunami in 2011. Although this interjection was originally used only in a small fishing village along Sanriku Coast in Tohoku, many people began to use it as the influence of a TV program. Its nationwide use led to the explosive increase of tourists to this small village (dialect tourism, disaster-inquiry tourism, consolatory tourism, or sympathy tourism). The proposed policy to reconstruct Sanriku or Tohoku area by tourism (Masuda, 2011; Nishimura, 2011; Ohsumi, 2011) seemed successful. Using "*zje, zje, zje*" to express the sympathy for Tohoku, many people expected "*zje, zje, zje*" to be selected as The Word of 2013. This was only half realized. For the first time, however, four words were selected as The Word of 2013 (single word) to change to The Word's' of 2013 (several words) in order to include "*omotenashi*" among them. A question is whether "*omotenashi*" means the hospitality or not.

The Japanese dictionaries all define "*omotenashi*" as entertaining the guests with delicious meals and good drinks (*sake*), or *kyoen* (banquet with elaborate meals and alcoholic drinks usually waited on by female servants). That is, "*omotenashi*" has little meaning of goodwill or warm welcome of guests. In hotels, "*omotenashi*" means expensive rooms with nicely arranged flowers in *tokonoma* (alcove: the sacred place in the room), paintings on the wall, well-designed furniture, and a luxurious dinner set of about fifteen course of dishes (raw, baked, boiled, or fried dishes of tuna, beef, pork, chicken, shellfish, crab, squad, and cooked or raw vegetables, pickles, and soup) followed by the dessert course of sweets and various fruits. That is, only rich people can experience *omotenashi* in the strict sense of the word. Indeed, expensive hotels in Japan give the top priority to *omotenashi* over *ki-kubari, kokoro-kubari or omoi-yari*. There is no unique word in Japanese to exactly mean "hospitality" but the last three words are nearly synonymous to "hospitality" and literally mean the allocation of care or mind to consider others; or they freely mean to solicitude, to considerate, to attend to, to treat with care, to receive company, to be kind, considerate, warm, friendly, or careful. In pragmatics (see KEY TERMS AND DEFINITIONS below), for example, the nurses in hospital or kinder garden are supposed to treat patients, babies or children with *kokoro-kubari, ki-kubari* or *omoi-yari*, but never with *omotenashi*. Note that *kokoro-dukai* is not necessarily synonymous to *ki-kubari*, because the former often means the valuable gift or tipping in cash. A typical example of *kokoro-dukai* in Japanese business is a nice souvenir to customers. This is considered as a goodwill gift in Japan while as bribery in some countries. *Omoi-yari* (particularly, compassion or sympathy) is usually used in the context of charity and almost never in business.

In the last decade, people began to decline the expensive *omotenashi* dinner containing high energy (calorie), animal protein and fat, because the economic depression led tourists to inexpensive and healthy dinner. Tokyo Olympic Game 2020 is expected to raise Japanese economy and possibly to recover the expensive *omotenashi* dinner, being very costly to health.

When a Japanese delegate to the IOC meeting pronounced "*omotenashi*" as the Japanese way of welcoming visitors, she gestured to the floor with her both palms together (*gassho*). *Gassho* is a polite way of greeting in South Asia. In Japan, however, people make *gassho* usually to the dead (e.g., in funeral service). *Gassho* is polite to the dead but insulting to the floors at the meeting. Originally, people make *gassho* to Buddha or gods in Shinto, and derivatively to rich persons in asking for money.

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