The Integration of Language, Social Work, and Technology in Tourism Destination Management: Lessons learned From Japan

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Abstract: Japan has a long history on courtesy that is implemented in everyday language and behaviors. This can be seen in public places such as train stations, bus stations, airports and other places of how public employees serve the domestic and foreign visitors. How the Japanese government educates the society is clearly seen in rules and regulations in public places, too. There are many lessons we can learn how the Japanese live their lives in public places. This paper aims at giving several illustrations of how the Japan government is truly present in facilitating their people by integrating language, social education, technology, and tourism destination management. There are lessons we can learn from them to reflect our existing condition.

Keywords: language, social education, technology, tourism destination management

People know that Japan is famous for its strong cultures that, borrowing the words of high tech and high touch from (Naisbitt, 1982) can go hand in hand with the high technology. In the world where we are afraid of something and glorify technology, we obscure the difference between facts and imitations. We accept cruelty as something normal; and we live our lives as remote and inattentive. Concerning high touch, it is material things we are in despair grappling them when we are adjusted in to the technological world: achievement and anxiety, tenderness and mercy, character and immateriality.

Concerning the characteristics of the Japanese language, there are five strong characteristics: "sensitivity to the verticality or power in interpersonal relationships; 2. a group culture orientation that often uses announcements in interpersonal relationships; in human relations; 3. A vagueness that smoothest the rough edges in human interaction called aimsa, 4) A recognition of the importance of face, 5) a grammatical structure that by putting the verb at the end of the sentence emphasizes the concrete over the abstract"(Berglund, 2004 p.7). Those five characteristics can be seen in their culture today.

Japan technology is undoubtedly sophisticated and it is because the technology literacy of Japanese is high so there is no difficulty for them to learn western technology. In addition, consumers and markets are the crucial consideration as the influence of history and the contribution of Y generation who does not want to be far left to take something new (Matsukawa, 2009)

The courtesy, the language, and the technology which are inserted in social education and tourism destination management with the full support of the government result in integrated enjoyable Japan tourism spots with all good facilities that can be easily accessed by any tourists visiting.

ETIQUETTE AND CUSTOMS

Japan has a long history of etiquettes& customs, and has implemented them in their everyday life for ages. Therefore, in public places such as train stations, bus stations, tourist

destinations, restaurants, trains, tourist information centers in shops and whatever public places, the people in charge welcome serve the visitors in a friendly manner. They never get bored to bow their body and explain what the guests need. When everything is clear, they will serve very quickly. From the implementation, Japan has the rules of etiquettes that can be classified into meeting etiquettes, Japanese hierarchy, gift giving etiquettes, dining etiquettes, and table manners! Japan also has business etiquettes and protocols that consist of understanding foreign ways relationships and communication, and business meeting etiquettes. In addition, in integrating language and courtesy Japan have many verbal and nonverbal expressions. As verbal expressions in serving the guests, there are some expressions as in other languages; however, Japanese people rely more on nonverbal languages. The examples are evident in these: silence, eye contact, and gestures. Silence shows the indirectness which has the purpose of understanding other peoples 'words and what the implied meaning of the expression that they say and these should be understood by the partner (business in japanonken.com /classroom)

There are still other etiquettes foreigners have to learn when they want to communicate successfully with the Japanese such as the Japanese and face, harmony and Japanese society, Japanese hierarchy, dining etiquettes, business cards, dress etiquettes, business negotiation (http://www.commisceo-global.com/country-guides/japan-guide) This means that for successful interactions with Japanese, understanding language and Japanese people are not enough when communicating with them.

RULES AND REGULATIONS IN PUBLIC PLACES

Rules and regulations in public places are obvious. Here are some examples that we have to obey when we are on the public places .The rules and regulations are on the train, on the bus, on the taxi and on the restaurant.

On the train

When we are in the train, it is prohibited to smoke a cigarette in such a place. There is a special area for smoking. Also, it is not allowed to talk on your mobile phone on the train or subway, and we have to turn our cell phone on 'manner mode 'or silent mode. Another example is the priorities of seat are for old people, pregnant women or people with small children. As the train is almost full specifically in rush hours, body odor has to have high priority (Mineta, 2013**).**

On the bus

What about on the bus? Just like 'social rules' on the train, there are also so many things that we foreigners have to pay attention to when we are on the bus: 1) turn down the volume when using ear/head phones, 2) not to push the front seat with your legs, 3) turn off your cell phone or switch it to silent mode, 4) keep your voice down when talking to your companion(s).5) not to bring any food that gives off a strong smell., 6) not to throw away any trash, but bring it back with you, 7) cover your mouth when you sneeze or cough, 8) not to throw away any trash, but bring it back with you, 9) not to fight, 10) use the waste bag if you feel sick, 11) ask the passenger behind you when reclining your sea, 12) not to spit on the floor, 13) not interfere with the safe operation of the bus or touch the bus driver in motion 14) not deface the property of the bus or do graffiti,15) not to place any items in the aisle or any places that are considered to be dangerous, 16) not put your hands or any parts of your body

out of the window, 17) stay buckled up while seated, 18) not to walk around after the bus starts moving, 19)keep the valuables with you(Rules, Regulations and Rider Tips https://japanbusonline.com/Etiquette). Although these rules are also found in other cultures, Japanese people are very observant to these social rules and exercise them accordingly in the bus.

On the taxi

As in other countries, the fare of taxi services is more expensive than that of the bus or train services. Taxi is said to be expensive in Japan. Taxi is paid by cash so always carry cash. Bring a map or your destination address because the driver does not speak English. Sometimes we will find taxi drivers wear a surgical mask to protect from disease and bacteria. Japan taxi doors are automatic. So, we do not need to open it or close it as the driver will control it. Also, be safety conscious to identify whether a taxi is vacant or not by looking at the sign above the taxi. If the sign is red, the taxi is vacant. If it is green, the taxi is occupied. The last one is please do not give any tip to a taxi driver (http://miner8.com/en/7274)

In the restaurant

When we are in a restaurant, there are also rules that we have to obey. Japanese restaurants have the unique rules that other countries do not have. If we do not know the rules, we might be ashamed of the mistake we make. Tipping which is common in other countries is not required in Japan. Another rule is *Otoshi*or *tsukidashi* that is a small dish will be served as a sign the first order was taken or giving the guests something to eat while waiting for other menus already ordered to be served later. We need not to pay the water, and we will be given a surprise to taste expensive food with a very reasonable price. Other low price foods we can have are sushi, ramen and tempura. Soft drinks and alcoholic beverage can be purchased until you cannot drink anymore (https://matcha-jp.com/en/1420).

In tourist information centers

In almost every train station and airport there is always a Tourist Information Center with the staffs that will happily and readily serve us. The information that is available is offline and on line so visitors with limited knowledge of technology can access the information easily. There are bunches of booklets, brochures which are very easy to understand. And those who want to access via on line there are many computers that are available to seek the tourism spot. What you can do is just show your passport and the staffs will give you information with the tourist special price. We will be given tourist special cards which we can use for train tickets (private experience in Osaka and Kyoto, October 2016).

Accomodation information

There are 7 types of budget accommodations. They are as follows: 1) pension that provides breakfast and dinner,2) *minshuku* which is the same as pension but in a Japanese style, 3). temple lodging or *shukubo*, based on history in the Edo era when Japanese travelers need to stay they knock the door of a temple, 4) business hotels that focus on traveling at competitive prices, 5) capsule hotels with the low price for single travelers and 6) youth hostels that are for young people in which decoration is Japanese in style, and the last is 7) manga café which is an accommodation in karaoke or manga bu Tit is not advisable (Spacey, 2015).

WHY SO MANY OLD JAPANESE PEOPLE PARTICIPATE IN SOCIAL EDUCATION?

In Japan life expectancy is the first world rank with male 80.3 and female 86.8 total 83.7 (http://www.worldlifeexpectancy.com/japan-life-expectancy). With this condition, there are many people who are still productive in the age of 60 above. Social education and social work are two choices among many activities. "Social work is education is an academic and professional discipline that seeks to facilitate the welfare of communities, individuals, families and groups"(socialwork-Wikipedia,https://en.m wikipedia.org.2016). The reasons are social works: diverse career, the never get bored career, flexible career, it is not a desk job, you get the person who changed someone's life for better. The fields that they can work are in the field of poverty reliefs, life skills, social skills, community development, rural development, urbanization adjustment (https:www.the guardian 2016)

IMPLEMENTATION OF LANGUAGE INTEGRATED WITH MORAL EDUCATION

The implementation of language and moral education is integrated in character education. This is actually almost the same as character education in Indonesia the difference is that Japan has started long time ago and Indonesia has just started. The way how to implement in Japan is simpler but implemented routinely since at the first grade of the elementary school level. What the students are targeted to master curriculum and character building which have been decided by the government. This premise is based on all children have the same potential; the distinction lies on persistence, strictness and the parallel of struggle not from the personal capacity. The first graders are taught how to raise, how to sit, how to arrange the desktop to study. Japanese believes that this is the base for the mindset throughout the child's school life: urgency of tidiness, uniformity, collaboration, introspection, commitment, behavior, and value for public attribute. All those result survival, tough duty, and high ambition in a good way. The students also have liberty, rightfulness, justness, claim, tasks, belonging, strong belief, balance with nature and scientific attitudes to human life which will be beneficial in the struggle of life ((http://members.tripod.com/h_javora/jed6.htm)

Concerning reading and writing, Japanese emphasize the first year of elementary school, children learn to read and write the two 48-character phonetic systems and a few Chinese characters. Each year thereafter, approximately 200 Chinese characters are added. Practice in public speaking or speaking starts at the 1st grade. Formal grammar is taught beginning in the 3rd grade, and by the 6th grade has advanced through auxiliary verbs, preposition, and conjunctions. Thirty percent of the time in language class is devoted to composition. Ethics program supported by NHK broadcasted weekly and it is implemented for almost all elementary schoo (http://members.tripod.com/h_javora/jed6.htm).

THE IMPACTS ON TOURISM DESTINATION MANAGEMENT

Let discuss from the beginning how etiquette, custom, technology, social education and rules in public places influence the quality of tourism destination management. One of the important aspects of tourism destination management is human factors. Japan prepares human resources' attitude since the first grade of Elementary School concerning efforts to achieve something and is implemented at schools and fully supported by parents and a television program broadcasted NHK. One of the results is the Japanese courtesy is timeless and still implemented as high Japanese cultures until now. So do courage and strength to achieve

something. This is in line with the 21st education that prioritizes character qualities which cover curiosity, persistence, adaptability, leadership, social and cultural awarenesshttp://www3.weforum.org/docs/WEF_New_Vision_for_Education.pdf) which can be concluded as character building. Therefore, it is not quite surprising that Japanese children are quite independent, polite, and aware on environment cleanliness in the classroom. These manners impact on cleanliness in general which is highly needed in the developing of tourist destination.

The long life expectancy of Japanese in the average of 83.7 which is the highest in the world influences Japanese to be active in many kinds of sectors, including tourism. Many of them are still quite active and in the age above 70 by becoming volunteer guides, and what make destinations attractive are attractions, accessibility, human resources, image, character and price, (Hassan, Hamid and Bohairy, 2007) In relation to human resources here is the comment of European tourists guided by Japanese old volunteer guide:

…….”You could never learn what we learnt that day from any book or you tube or whatever. Ichiro taught us and showed us things that were well off the guidebooks radar we could ask him anything and vice versa. We enjoyed each other's' company. The purpose of the organization to assist understands Japanese culture and nurture cross cultural understanding was achieved” (Dave & Dabe, 2013)

This means that meeting someone in a certain occasion means a lot to everybody though they have different background, religion and culture. The European tourist feels that he learns more than a book, YouTube or whatever. If this happens to many people in the world there will be no violence, people will make a friend, create peacefulness, and humanity that can be developed through tourism. As what is stated in the purposes of Indonesia tourism:1) to develop the culture, to develop the nation spirit, to enhance the image of nation, to strengthen the national identity, to tighten the international friendship, to create a sense of humanity and peace (Tourism Constitution no.10,2009)

All of those activities concerning the aspects of tourism destination management are supported by technology that facilitates those who have high, mid and low literacy in technology. For those who have low literacy, the Japan government that is represented by Tourism Information Center provides tourists with abundant information in the form of booklet, brochures and other information which involves expertise who work together so that the information can be understood easily. Some expertise's are as follows: language for specific purpose, marketing, tourism, history, transport management, graphic design and ICT. When it is carefully observed the integration of information is the result of multi cooperation: government, tourism industry, university, NGO, community organization, businessman. One of the examples is the work of *'Discover Museum in Shiga',* which is the result of the cooperation of The Kambiwako University Regional Consortium Shiga Association of Museums the Shiga Guidebook Editing Committee (Shinohara and Niren, 2014).

CONCLUSION

Japanese starts the education based on moral and character building. The achievement of success of highly depends on the effort. Moral education has been started since the first grade of Elementary School. Therefore, Japanese are accustomed to the rules and regulations, courtesy at home, at school and in public places that are applied orally in written forms. This activity influences a lot in the way how to behave with other people including foreign tourists. These are supported by technology and information in tourism destination resulted from various network which facilitate both domestic and the foreign visitors, and foreign tourists are given

special price in terms that they are given lower price than Japanese. This is the way how Japan government welcomes and respects the guests.

Japan government is truly present in educating the people at school and in the family which has the impact on the community. These can be seen in the integration of language, technology, social work. This integration results well in well-managed tourism destinations.

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