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Memorable tourism experience: A study of hospitality tourism in Japan and Indonesia (Bali)

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ABSTRACT

Research on Memorable Tourism Experience (MTE) is becoming increasingly important as the highly competitive market drives tourist destinations and service providers to seek innovative ways to attract and retain tourists. This study aims to address gaps in previous research on hospitality, specifically the lack of focus on integrating eudaimonic principles and hospitality practices to enhance guest experiences. This study employs a constructivist paradigm, which posits that reality is relative and contingent upon individual perspectives. Data were collected through semi-structured interviews with 20 participants from Japan and Bali. Thematic analysis was used to analyze the transcribed interview data. MTE is built on local culture, hedonism, refreshment, novelty, involvement, knowledge, non-human hospitality, atmosphere, ambiance, and eudaimonia. The findings indicate that these components are essential in creating MTE. Omotenashi emphasizes sincere service with attention to detail, and the philosophical concepts of chanoyu (wa, kei, sei, jaku) can be integrated into omotenashi. Meanwhile, Tri Hita Karana emphasizes the importance of acceptance and respect for guests, harmony with nature, and environmentally friendly practices. Both philosophies contribute to creating a harmonious and comfortable atmosphere, enhancing the overall tourist experience. This study emphasizes the significance of genuine service, meticulous attention to detail, and harmony in social and environmental relationships within the context of Omotenashi and Tri Hita Karana. The implementation of these principles in tourism practices may encounter practical challenges, such as incurring additional costs or requiring specialized staff training.

KEYWORDS

Ambience, atmosphere, eudaimonia, hospitableness, non-human hospitality, Omotenashi, Tri Hita Karana

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INTRODUCTION

In the last decade, research on tourism experiences has become increasingly significant. This is due to the highly competitive market, which drives tourist destinations and service providers to seek new and innovative ways to attract and retain tourists (J.-H. Kim & Ritchie, 2014). Pine B. and James H (1998) proposed that experiences represent the fourth economic offering, coming after commodities, goods, and services. They argued that in the progression of economic value, experiences provide a higher level of engagement and personal connection, as businesses create memorable events for their customers, which go beyond the mere provision of products or services. In the context of tourism, this means that destinations and service providers must create deep and meaningful experiences to attract and retain tourists. The Memorable Tourism Experience (MTE) has become increasingly important in tourism, as tourists seek meaningful and memorable experiences (H. Zhang et al., 2018). MTE and destination image are closely related; memorable tourism experiences can create a positive image of the destination. Conversely, a good destination image can motivate tourists to seek more memorable experiences (Zeithaml et al., 1996; Xu & Ye, 2018; Yu et al., 2019; Zhou et al., 2023). Destination image plays a crucial role in creating Memorable Tourism Experiences (J. H. Kim, 2014).

A positive destination image, formed by various aspects such as natural beauty, unique culture, hospitality of the locals, and good infrastructure, can encourage tourists to choose that destination. When tourists have positive expectations of a destination, they are more likely to create memorable experiences during their visit (Turner & Reisinger, 1999; K. Kim et al., 2012; Crouch & Ritchie, 1999; Dwyer et al., 2003). Conversely, the experiences that tourists have at a destination, including MTE, will shape and strengthen the destination's image. Positive MTEs will enhance the destination's image in the eyes of tourists, encouraging them to revisit and recommend the destination to others (word-of-mouth) (J. J. Kim and Fesenmaier, 2015; Beerli & Martín, 2004; K. Kim et al., 2012).

Destination attributes that contribute to MTE, such as local hospitality, diversity of activities, unique local culture, good infrastructure, and effective environmental management, are also crucial components in building a positive destination image (Crouch & Ritchie, 2006; Das & DiRienzo, 2009; Crouch, 2011). Destination managers need to ensure consistency between the projected destination image and the experiences tourists have. Discrepancies between expectations and reality can lead to disappointment and a negative impact on the destination's image (Cox & Cox, 1988; Lee & Ang, 2003). Destination managers can leverage a positive destination image to create and promote MTEs by highlighting unique local culture, providing diverse and memorable activities, and ensuring the quality of services and infrastructure (Sipe & Testa, 2017; O'Dell, 2005). Local culture, diversity of activities, hospitality, and superstructure are rated higher than other destination attributes. This indicates that tourists consider these attributes more important in forming a positive MTE (K. Kim et al., 2012; J. H. Kim et al., 2010; Echtner & Ritchie, 2003; Crouch, 2011). Local hospitality can be a significant differentiating factor for a destination. Destinations with a reputation for high hospitality will find it easier to attract tourists (Cox & Cox, 1988; Lee & Ang, 2003). Friendly locals who smile easily and warmly welcome tourists will create a positive impression and make tourists feel accepted. Locals who are willing to help tourists, such as giving directions, recommending places to eat, or assisting in times of difficulty, will be greatly appreciated and enhance the tourism experience (Driscoll et al., 1994; Machlis & Burch, 1983; Chandralal & Valenzuela, 2013).

Locals open to sharing information about their culture, traditions, and daily lives will provide a richer and more memorable experience for tourists. Positive encounters and interactions with friendly locals can create pleasant and memorable impressions, ultimately strengthening the destination's positive image (Chandralal & Valenzuela, 2013).

Tourist destinations can be evaluated based on hospitality criteria that emphasize making guests feel welcome (Andrews, 2001). According to Blain and Lashley (2014), hospitality involves creating a welcoming environment and offering services that enhance guest experience, ensuring comfort, satisfaction, and a sense of value. Hospitality involves creating a welcoming atmosphere where guests feel valued and cared for, which extends beyond the mere provision of accommodation, food, and beverages. This broader understanding of hospitality highlights the

importance of human connection, trust, and reciprocity, as hosts and guests engage in meaningful exchanges that foster a sense of community and belonging. These social dimensions of hospitality are crucial in shaping the overall experience and satisfaction of guests, making it a multifaceted concept that integrates both economic and social aspects (Lynch, Molz, McIntosh, Lugosi, et al., 2011b).

The common view considers hospitality as human behavior focused on interactions, exchanges, or relationships that occur between hosts and guests. However, some researchers have suggested that there are non-human factors that also demonstrate hospitality. The ability to provide comfort and well-being is essential, encompassing amenities and services that cater to the needs and preferences of guests, such as comfortable seating, clean facilities, and accessible information. Together, these elements create a holistic experience that fosters a sense of belonging and satisfaction, making visitors more likely to return and recommend the place to others (Brotherton, 2017; Pijls et al., 2017).

Customer experience is a key component in business strategy within the tourism industry (H. Kim and So, 2022). Therefore, this topic has been extensively researched in various hospitality contexts, for example, at high occupancy levels, guest experience during service interactions decreases (Liu et al., 2022). In addition to service quality and infrastructure, emotional factors also shape hospitality experiences. For instance, nostalgia plays a significant role in shaping the perceptions and experiences of hospitality in long-established restaurants (Song et al., 2021). Hospitality is a crucial aspect of host-guest interactions (G. Zhang et al., 2022). The research by Chau and Yan (2021) implements the theory of Prooijen and Wiegierink (2012), which develops hospitality into a set of indicators encompassing three main aspects: behavior, infrastructure, and atmosphere.

The process of fulfilling or realizing one's true nature (Waterman, 1993), as well as personal growth and self-actualization, is an essential element of eudaimonic actualization (Deci & Ryan, 2006). The freedom to make choices and live according to personal values emerges as a central theme in achieving eudaimonia (Ryan & Deci, 2000). This study aims to address the gaps in previous research on hospitality, specifically the lack of focus on how eudaimonic principles can be integrated into hospitality practices to enhance guest experiences. By examining the application of eudaimonia in the hospitality industry, this research seeks to offer deeper insight into creating meaningful and fulfilling experiences for guests. The study of eudaimonia is also an important aspect in understanding customer experiences in the tourism industry. Eudaimonia, centered on the pursuit of a meaningful and fulfilling life, provides valuable perspectives for creating tourism experiences that combine hedonistic pleasure with psychological depth and significance (Knobloch et al., 2017).

This research introduces a new concept consisting of MTE dimensions that encompass various essential aspects of memorable tourism experiences. A scholarly effort has been undertaken to conceptualize additional dimensions beyond those identified by Kim (2014), which encompass hedonism, local culture, refreshment, novelty, involvement, and knowledge. Additionally, this research integrates destination attributes that influence MTE, based on the Crouch & Ritchie (2011) model, which comprises infrastructure, accessibility, local culture, physiography, activities, quality of service, hospitality, place attachment, and superstructure. One of the important destination attributes, hospitality, was further developed by Chau & Yan (2021) into hospitableness, non-human hospitality, and atmosphere & ambiance. Eudaimonia, one of the perspectives on well-being (Deci & Ryan, 2006; Waterman, 1993; Ryan & Deci, 2001), is also part of the new dimensions identified in this research. Eudaimonia encompasses a deep sense of well-being and meaningful life satisfaction. The novelty of this research lies in the combination of these dimensions to create a comprehensive framework for understanding and enhancing memorable tourism experiences. The dimensions that represent this novelty are local culture, hedonism, refreshment, novelty, involvement, knowledge, non-human hospitality, atmosphere & ambiance, and eudaimonia. This research also highlights the importance of the principles of *omotenashi* and *Tri Hita Karana* in shaping these dimensions, which are expected to provide new insights for destination managers in creating more meaningful and satisfying tourist experiences.

LITERATURE REVIEW

This study expands the conceptual framework of Memorable Tourism Experience (MTE) by integrating new dimensions that are not explicitly covered in existing MTE scales. The MTE scale, developed by Kim et al. (2010) and Kim and Ritchie (2014), includes seven core dimensions: hedonism, refreshment, local culture, meaningfulness, knowledge, involvement, and novelty. While these dimensions remain relevant, this study enriches the understanding of MTE by introducing four additional dimensions: hospitableness, non-human hospitality, atmosphere & ambiance, and eudaimonia. The dimension of hospitableness emphasizes the emotional and relational interactions between hosts and guests, deepening the aspects of meaningfulness and local culture. Non-human hospitality introduces service and comfort elements that do not involve direct human interaction, such as physical facilities and technology, thereby extending the scope of refreshment and knowledge. Atmosphere & ambiance highlights the importance of environmental aesthetics and mood in shaping tourist perceptions, reinforcing the dimensions of hedonism and novelty. Meanwhile, eudaimonia offers a deeper perspective on well-being, focusing on personal growth, self-reflection, and life purpose, which significantly expands the dimension of meaningfulness. Thus, this new framework complements the existing MTE scale while providing a more holistic and contextually grounded approach to understanding memorable tourism experiences, particularly within the cultural settings of Japan and Bali.

Memorable Tourism Experience

The importance of providing memorable experiences has been well documented in the literature (K. Kim et al., 2012). Personal memories of purchase experiences are valuable sources of information for future decision-making. Travelers tend to make choices based on their past experiences and recall those experiences when deciding to travel and seeking information about specific destinations (Echtner & Ritchie, 2003). Recognizing the significant mediating effect of memories on future behavior, some tourism researchers have studied Memorable Tourism Experience (MTE) and developed the MTE Scale (MTES) consisting of seven dimensions: hedonism, refreshment, local culture and social interaction, meaningfulness, knowledge, involvement, and novelty (J.-H. Kim, 2013). J. H. Kim (2014) identified 10 destination attributes, including local culture, variety of activities, hospitality, infrastructure, environmental management, accessibility, service quality, physiography, place attachment, and superstructure. Dimensions and attributes can be combined and interacted with MTE. Attributes are specific elements that facilitate the formation of MTE. These attributes can then influence various dimensions of the experience, ultimately determining whether an experience will be remembered and considered memorable.

Local Culture

Tourism experiences are co-created through social interactions with residents, enhancing understanding of local culture and achieving global citizenship (Funk & Bruun, 2007; Sharpley & Sundaram, 2005). Experiencing local culture is an important motivation for travel. Trends like volunteer tourism allow travelers to learn and interact with local people. Research indicates that local culture enhances the memorability of travel experiences, with learning about the local culture and language significantly contributing to the creation of memorable tourism experiences (Tung & Ritchie, 2011).

Hedonism

Tourism researchers acknowledge that tourism activities often have a dominant hedonic component, where individuals seek pleasure and enjoyment. The emotional component is a significant aspect of tourism experiences. Research indicates that intense emotional stimuli influence memory, leading to a greater likelihood of remembering emotional events (Bohanek et al., 2005). Hedonic experiences enable tourists to create lasting memories. For example, hedonism is a significant determinant of the perceived value of cruise travel, and positive emotions, such as happiness and excitement, are important components of MTE (Duman & Mattila, 2005).

Refreshment

Refreshment, or relaxation and renewal, is a fundamental aspect of tourism activities. Turner & Ash (1975) highlight that refreshment distinguishes travel experiences from daily life. The temporary distance from regular environments allows tourists to suspend daily norms and values, offering a new perspective on their lives and societies. Empirical research supports the importance of escapism and refreshment in travel experiences. For instance, Leblanc (2004) found that rest, relaxation, and recuperation are primary motivations for tourists attending special events and festivals. J. H. Kim (2010) suggests that feeling refreshed positively influences travel memories, a notion supported by Morgan & Xu (2004), who found that relaxing on the beach is a highly memorable holiday experience.

Novelty

Novelty-seeking is a significant aspect of the tourism experience and a common motivation for travel. Travelers often choose destinations with different cultures and lifestyles to experience something new that is not available in their home countries. Chandralal & Valenzuela (2013) confirmed that perceived novelty, derived from new experiences such as culture, food, and accommodation, is a key component of memorable tourism experiences (MTEs).

Involvement

People tend to remember experiences that are personally relevant and meaningful more than those that are not. Research indicates that involvement in an activity enhances memory of the experience. Pine & Gilmore (1998) suggest that immersion in an activity leads to more memorable experiences. Other studies support that involvement in customer experience strengthens emotional responses and stimulates deep cognitive analysis (Bloch & Richins, 1983; Blodgett, J.G., & Granbois, 1992; Swinyard, 1993; Craik & Lockhart, 1972).

Knowledge

Tourism researchers have found that people often seek to learn new things and develop new insights and skills through their tourism experiences. Studies suggest that a key motivation for travel is the desire to gain knowledge, particularly about the geography, history, language, and culture of destinations. Tung & Ritchie (2011) identified intellectual development as a significant component of memorable tourism experiences, with many respondents indicating that gaining new knowledge about the destination was among the most memorable aspects of their travels.

Hospitality

Hospitality is a broad term that encompasses various aspects, ranging from the provision of physical services to social and emotional interactions (Tasci & Semrad, 2016; Lashley, 2008; Ottenbacher & Harrington, 2009; Slattery, 2002). It involves providing food, drink, and accommodation to guests, especially those who are not regular household members (J. Blain, 2012; Lashley, 2008; Sweeney & Lynch, 2006). Telfer (1995) argues that genuine hospitality can only be realized if driven by the right motivation, namely a sincere desire to care for and please others. Acts of hospitality performed for personal gain or ulterior motives are not considered genuine hospitality. Hospitality can be examined in three domains: cultural/social, personal/domestic, and commercial (Lashley & Morrison, 2000), with a particular emphasis on how cultural or social aspects of hospitality influence the tourist experience. Domestic hospitality is often considered more authentic because personal relationships and social obligations drive it. Commercial hospitality is often criticized for being less authentic and more profit-oriented. However, commercial hospitality can be enhanced by studying and applying traditional hospitality values (Lashley et al., 2006).

Hospitality can facilitate meaningful interactions between tourists and locals, leading to greater understanding and appreciation of different cultures (Ritzer, 2007). This can occur through various means, such as sharing food, stories, and traditions (Lynch, Molz, McIntosh, Lugosi, et al., 2011a). The principles of hospitality can encourage the development of more responsible tourism, where the needs and well-being of residents and the environment are prioritized (Aramberri, 2001; Bell, 2007; Smith, 1994; Derrida, 2020; Kunwar, 2017). The essence

of hospitality lies in the host-guest interaction, which goes beyond mere service provision (Ottenbacher & Harrington, 2009). This interaction serves as a prism reflecting social norms, values, beliefs, and ideologies (Lashley et al., 2006).

Hospitality is a complex and multifaceted concept with significant social, cultural, and economic implications. Contemporary studies on hospitality in its social and commercial manifestations have sought to understand the relationships between these different perspectives (Lynch et al., 2011). The concept of hospitality is closely connected to the tourism experience. Hospitality itself is not just about providing services such as accommodation and food, but also plays a crucial role in shaping tourists' perceptions and experiences during their travels (Lugosi, 2016). The quality of hospitality at a tourist destination greatly influences the level and type of tourism that can develop there. The availability of quality accommodation and food services, as well as the friendliness of the local population, are important factors in attracting tourists (Bell, 2007).

Hospitableness

Hospitableness has become an important differentiating factor for hospitality companies, especially with the rise of the experience economy. Customers no longer judge quality based solely on products and services, but also on hospitableness, authenticity, and the meaningfulness of the experience (Manfreda et al., 2024; Golubovskaya et al., 2017; Manfreda, 2023). There are various definitions of hospitableness, often discussed alongside “hospitality” and “service,” which can be confusing. Some researchers define hospitableness as the disposition or innate nature of friendly individuals, a form of emotional engagement that occurs between host and guest (Telfer, 2010; Tasci et al., 2016; Lugosi, 2007). Hospitableness is seen as the essence of hospitality or the “outer layer” that underpins the efforts of service providers to meet guest needs (Telfer, 2007; Golubovskaya et al., 2017; Blain & Lashley, 2014).

In various studies, the concept of “hospitableness” has been elaborated through various dimensions that encompass important aspects of the interaction between host and guest. These dimensions reflect various qualities and actions that create a welcoming and friendly experience for guests. Researchers have identified several primary dimensions, including lenience, grace, compassion, politeness, proficiency, and truth (Tasci et al., 2021); welcoming, acceptance, invitation, attentiveness, appreciation, and the act of making guests feel valued (Beldona et al., 2020); genuine host-guest connection, proactive and reactive behavior of the host, surprise (Medema & Zwaan, 2020), sociability, attentiveness, willingness to help, generosity (Cetin & Okumus, 2018), employee-customer contact moments, exceeding expectations, personality traits, power inequality (Golubovskaya et al., 2017), inviting, attentiveness, comfort (Pijls et al., 2017), heartwarming, soothing (Tasci et al., 2016), customer personalization (Skandrani & Kamoun, 2014), desire to prioritize guests, desire to make guests happy, desire to make guests feel special (Blain & Lashley, 2014b), guest personalization, warm welcome, special relationship, from the heart, comfort (Ariffin & Maghzi, 2012).

Several approaches are employed to gain a deeper understanding of the practice of hospitableness. One of these is the ‘Hospitable Service Mindset’ (HSM). is a type of service mindset that instills hospitableness into the provision of services in a commercial environment. This means that HSM is not just about providing efficient and professional service, but also about creating meaningful and memorable experiences for customers through genuine hospitality and attention (Manfreda et al., 2024). It identifies six important dimensions of hospitableness: hostship, meaningful connection, memorable experience, altruism, comfort, and inclusivity.

Non-human Hospitality

Adequate infrastructure and facilities such as tourist information centers, official tourism websites, signposts, tourist maps, and convenient public transportation contribute to positive tourist experiences (Chau & Yan, 2021). The availability of adequate hotel rooms depends not just on the number of rooms available, but also on the quality of service and the overall experience provided to guests. (Blain & Lashley, 2014). Self-service check-in kiosks in hotels offer significant

benefits for both guests and hotel managers. They improve operational efficiency while simultaneously offering a better and safer experience for airport passengers.

Accessible parks and recreational facilities refer to spaces designed to be inclusive and usable by people of all abilities, including those with physical and cognitive disabilities. According to Lugosi (2016) and Pijls et al. (2017), these facilities aim to remove barriers that might prevent individuals from enjoying recreational activities. According to Rest and Hague (Chavez & Rest, 2014) and Santos et al. (2016), a convenient public transportation system has several characteristics: it is accessible, timely, comfortable, safe, and efficient. Good road and highway conditions have several important characteristics that contribute to the safety, comfort, and efficiency of transportation (Santos et al., 2016). Accessible parks and recreational facilities are designed to be inclusive and usable by everyone, including those with physical and cognitive disabilities (Pijls et al., 2017).

Gastronomic areas serve dual purposes: they provide dining facilities and act as tourist attractions featuring rich and diverse culinary experiences (Blain & Lashley, 2014b; Mand & Cilliers, 2013). Shopping centers or malls have several key characteristics that make them popular destinations for consumers (Bell, 2007a; Lashley, 2017). Providing adequate public seating contributes to the comfort and accessibility of public spaces (Bell, 2007b; Lynch, Molz, McIntosh, and Lugosi, 2011). Quality and adequate public restrooms can enhance community comfort and health (Santos et al., 2016). Modern, efficient airports offer quick customs processes, timely luggage transfers, taxi queue management systems, effective emergency services, efficient complaint channels, well-established lost-and-found systems, free Wi-Fi, and smart city initiatives (Chau & Yan, 2021).

Atmosphere and Ambience

The atmosphere and ambience of a destination have a significant influence on tourists' perceptions of how welcoming the place is. This dimension includes elements that create certain impressions and feelings for tourists during their stay at the destination (Chau & Yan, 2021). Safety and Security are the most important elements in the atmosphere dimension, protecting tourists from potential dangers or risks is a crucial element in hospitality. Tourists need to feel safe and comfortable during their stay to fully enjoy their travel experience (Brotherton, 2016). Salott Chau (2021) discusses simplified visa procedures and visa waivers to facilitate international travel, emphasizing the importance of a clean city environment for the mental and physical well-being of residents. Road signs in multiple languages can enhance the tourist experience by helping them navigate the city more easily and understand the local cultural context.

Bell (2007b) emphasizes the importance of creating comfortable environments both inside and outside hotels to enhance guest experiences and highlights the importance of aesthetic views in and around hotels. Public spaces should be designed to support social interaction, provide a sense of security, and promote community well-being (Santos et al., 2016). Blain and Lashley (2014b), Mand and Cilliers (2013) emphasize the importance of creating a relaxed and comfortable atmosphere to enhance customer experiences. Fair pricing is a complex process that requires a deep understanding of market conditions and the value of the goods or services offered (Telfer, 2007). Attractive architecture engages the visual senses while fostering a positive emotional response in users (Bell, 2007a; Lashley, 2017).

Eudaimonia

Eudaimonia is a perspective on well-being that differs from hedonism (Deci & Ryan, 2006; Waterman, 1993; Ryan & Deci, 2001). While hedonism centers on happiness marked by the presence of positive affect and the absence of negative affect, eudaimonia emphasizes living life in a deeply fulfilling and satisfying way by actualizing human potential (Deci & Ryan, 2006; Waterman, 1993). Eudaimonia is not about achieving a final state but rather about the process of fulfilling or realizing one's "true nature" or "true self"—fulfilling virtuous potential and living according to inherent purpose (Waterman, 1993).

In tourism and well-being, eudaimonia focuses on personal growth and optimal functioning, contrasting with hedonism's emphasis on happiness and pleasure (Uysal et al., 2018). Tourism experiences that foster eudaimonia go beyond momentary enjoyment, encompassing meaningful journeys, self-development, and reflection on one's inner nature—such as pilgrimage and residential tourism (Cai et al., 2020; Hao and Xiao, 2021).

Deci and Ryan (2006) define and measure eudaimonia using questionnaires that assess fulfillment and self-expression, as well as life narrative analysis focusing on personal growth, relationships, and social contribution. Meanwhile, Chang et al. (2022) associate eudaimonia with self-transformation and the achievement of meaning in the context of tourism.

Figure 1 illustrates how Omotenashi and Tri Hita Karana serve as two foundational cultural philosophies that influence four key dimensions of the tourism experience: hospitableness, non-human hospitality, atmosphere & ambiance, and eudaimonia. These dimensions collectively shape and enrich the overall Memorable Tourism Experience (MTE) by integrating cultural values into both tangible and intangible aspects of hospitality.

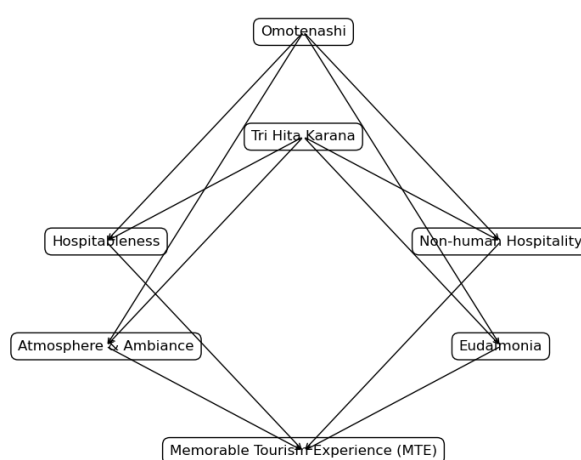


Figure 1. Conceptual Framework of Cultural Philosophies Influencing Memorable Tourism Experience (Source: Own research)

From this literature review, the novelty found in the dimensions of Memorable Tourism Experience (MTE) includes local culture, hedonism, refreshment, novelty, involvement, knowledge, non-human hospitality, atmosphere & ambiance, and eudaimonia. These dimensions are further explained in Figure 2.



Figure 2. Conceptualisation of MTE (Source: Own research)

METHODOLOGY

The constructivist paradigm assumes that reality is relative and depends on individual perspectives (relativist ontology). Knowledge is considered the result of subjective interactions between the researcher and the research subjects (subjectivist epistemology). Therefore, the research methods used in this paradigm tend to be naturalistic, meaning that the research is conducted in natural contexts without strict manipulation or control, allowing for a deep understanding of the phenomena being studied (Denzin & Lincoln, 1994). This research also uses an inductive approach, meaning that researchers develop themes and patterns from the collected data, rather than from predetermined hypotheses (Silverman, 2013).

Semi-structured interviews were chosen as the data collection method. This method provides researchers with the flexibility to adjust questions during the interview, allowing them to delve deeper into participants' responses and explore their perspectives on hospitality more richly. Purposive sampling is a sampling technique where researchers select participants based on specific criteria relevant to the research objectives (Rai & Thapa, 2019). In this context, participants were chosen because they have specific characteristics or experiences relevant to the research topic, namely hospitality in Japan and Bali. Data saturation was reached when no new themes or insights emerged from the interviews, which occurred after 20 interviews had been conducted.

Research participants were selected through convenience sampling. Participants in Japan were recruited from hotel staff, particularly in ryokan (traditional Japanese inns) and hostels. Staff at these places are considered more representative in providing in-depth answers about the hospitality world in Japan. Additionally, interviews were also conducted with alumni working in a ryokan to gain a richer perspective. Participants in Bali were selected from homestay hosts in tourist villages. Furthermore, interviews were also conducted with hotel staff, homestay owners, and active tourism managers in the field. Language barriers did not hinder interviews in Bali as the researcher is from Indonesia. While these sampling methods allow for practical access to knowledgeable participants, they also introduce potential biases and limitations. Convenience sampling may limit the diversity of perspectives, as participants are selected based on accessibility rather than randomization. Similarly, purposive sampling, though helpful in targeting relevant individuals, may reflect the researchers' subjective judgment in participant selection. These factors may affect the generalizability of the findings; therefore, the results should be interpreted with consideration of these methodological constraints.

Interviews were conducted directly in Japanese. This was possible because the first researcher is a Japanese language lecturer with a focus on tourism and had attended a chanoyu school at Urasenke for one year. Interviews were also conducted with Urasenke alumni and teachers to gain a deeper understanding of the concept of Japanese hospitality. Informant data will be presented without mentioning names to maintain confidentiality, as shown in Table 2. To ensure the diversity and representativeness of the data, a combination of convenience sampling and snowball sampling was used in recruiting participants. The invitation provided to participants included the title and aim of the research, as well as participant information and a consent form detailing the rationale for the research, expected benefits, the nature of their participation, foreseeable risks and mitigation strategies, and information related to data security and confidentiality. No information regarding the definition, interpretation, or characterization of hospitableness was provided before, during, and after the interviews to avoid bias (Decrop, 1999).

Details of the participants have been provided as recommended. A total of 20 participants were interviewed for this study. The breakdown is as follows: 2 participants from K's House Nikko - Kinugawa Onsen Hostel, 1 participant from Dormitory Sandanya Guesthouse in Shirahama, 3 participants from Musashi in Shirahama Onsen, 1 participant from Guest House Kobe Yamatomusubi, 2 participants from Hyoe Koyokaku in Kobe, Hyogo, 1 participant from K's House Kyoto - Travelers Hostel, 1 participant from Kyo no Minshuku Ohara no Sato in Kyoto, 1 participant from Daiwa Roynet Hotel Kyoto Hachijoguchi, 1 participant from Urasenke Foundation, 3 participants from Homestay Panglipuran, 2 participants from Tirta Empul Temple, and 2 participants from Tanah Lot. Additionally, 3 participants from Japan and 2 participants from Bali were contacted but chose not to participate.

Table 1.
Participants' characteristics (Source: Own research)

| Location | Age | Job Types | Experience | Language |
|---|-------|--|--|------------------------|
| K's House Nikko Kinugawa Onsen Hostel Kinugawa Onsentaki | 25-35 | Front Desk Staff Security Staff | Experience in traditional Japanese hospitality practices. | Japanese |
| | 55-65 | Front Desk Staff | Experience in traditional Japanese hospitality practices | Japanese |
| Dormitory Sandanya Guesthouse, Shirahama | 55-65 | Host | Hosting guests from various countries and sharing Japanese culture, traditions, and customs. | Japanese |
| Musashi, Shirahama onsen | 55-65 | General Affairs Department | Ensuring the maintenance and upkeep of the ryokan's facilities. undergoing training | Japanese |
| | 25-35 | Staff from Indonesia Staff from Indonesia | Housekeeper, waitress/waiter | Indonesia Indonesia |
| Guest house Kobe Yamatomusubi 651- 0056 Hyogo, Kobe, Chuo-ku Kumochi- cho | 25-35 | Front Desk Staff | Experience in traditional Japanese hospitality practices | Japanese |
| Hyo Koyokaku, Kobe, Hyogo | 55-65 | Training Coordinator | Organizes training programs for staff to ensure high standards of service. | Japanese |
| K's House Kyoto - Travelers Hostel | 25-35 | Front Desk Staff | Experience in traditional Japanese hospitality practices | Japanese |
| Kyo no Minshuku Ohara no Sato Kyoto | 55-65 | Host | Hosting guests from various countries and sharing Japanese culture, traditions, and customs | Japanese |
| Daiwa Roynet Hotel Kyoto Hachijoguchi | 35-45 | Housekeeper | Sharing Japanese culture | Japanese |
| Urasenke Foundation | 55-65 | Teacher of Chanoyu | Sharing wa, kei, sei, jaku and ichigo ichie | Japanese |
| Hyo Koyokaku. Kinugawa onsen | 25-35 | Housekeeper, waitress/waiter Staff from Indonesia | Experience before becoming staff and undergoing training | Indonesia |
| Homestay Panglipuran 059 | 45-55 | Host | Sharing Tri Hita Karana | Indonesia |
| Tirta Empul Temple | 35-45 | Tour Guide | Sharing Pawongan | Indonesia |
| Tanah Lot | 45-55 | Market Vendors | Sharing Tri Hita Karana | Indonesia |

Observations were made by reviewing places related to non-human hospitality, such as facilities and services that do not involve direct human interaction but still provide a hospitality experience. Literature studies were conducted to understand better the concepts of Omotenashi (Japanese hospitality) and Tri Hita Karana (a Balinese philosophy emphasizing balance between humans, nature, and God).

Thematic analysis was used to analyze the transcribed interview data. In thematic analysis, data are organized and coded to identify recurring themes and patterns (Braun and Clarke, 2012). Two researchers independently analyzed the data and then used researcher triangulation to ensure credibility by comparing and combining their codes and themes.

RESULTS

The conceptualization of MTE emerged inductively from the analysis of the data, where MTE is built from local culture, hedonism, refreshment, novelty, involvement, knowledge, non-human hospitality, atmosphere & ambiance, and eudaimonia. The study findings were synthesized into a framework to depict MTE holistically.

The components that make up hospitality include hospitableness, which refers to the friendly attitude and behavior shown by individuals in providing services. This includes friendliness, attentiveness, and the desire to make customers feel welcomed and appreciated. Non-Human Hospitality encompasses service elements that do not involve direct human interaction, such as technology, facilities, and automated services designed to enhance customer comfort and satisfaction. Atmosphere and Ambiance refer to the atmosphere and physical environment created to provide a pleasant experience for customers. In hospitality, eudaimonia involves crafting experiences that combine physical enjoyment with emotional and psychological satisfaction, ultimately providing guests with a profound sense of fulfillment and happiness. Omotenashi and Tri Hita Karana in the Dimension of Local Culture.

Japan's rich and diverse local culture significantly contributes to creating memorable tourism experiences for visitors. Engaging with these cultural elements enhances tourists' knowledge and understanding and contributes to the creation of profound and lasting memories. Traditional festivals such as Gion Matsuri in Kyoto and the Sapporo Snow Festival offer grand parades, traditional music, and spectacular ice sculptures, providing tourists with the opportunity to experience the local community spirit and the unique winter atmosphere of Japan. Local cuisine like Kaiseki Ryori in Kyoto and Tsukiji Fish Market in Tokyo allows tourists to enjoy seasonal dishes and fresh sushi. Interaction with residents through homestays in villages like Shirakawa-go and craft workshops in Mashiko or Okinawa provides insights into daily life and local traditions. Tea ceremonies in Kyoto and visits to temples such as Fushimi Inari and Meiji offer profound experiences of Japanese art, philosophy, and spirituality. *"Japan's local culture offers unique and profound experiences for every tourist. From lively traditional festivals to serene tea ceremonies, each cultural element is designed to provide deeper insights into the life and values of Japanese society. We invite you to interact with residents, try traditional cuisine, and enjoy the beauty of our arts and crafts"* (Front Desk Staff).

Bali, with its rich culture and deep traditions, offers unforgettable tourism experiences for visitors. Each element of Bali's local culture, from traditional ceremonies to arts and cuisine, provides unique and profound insights into the life and values of Balinese society. Traditional ceremonies and religious rituals in Bali, such as Ngaben (cremation ceremony) and the Galungan and Kuningan celebrations, offer tourists a deep insight into Balinese spirituality and traditions. Traditional dances like the Kecak dance at Pura Uluwatu and the Legong dance in Ubud offer profound aesthetic experiences. Tourists can also learn about handicrafts through batik and ikat weaving in Tenganan village and see wood carvings in Mas village. Local cuisine, such as participating in cooking classes in Ubud or Jimbaran, and visiting traditional markets like Ubud Market, enriches culinary knowledge and creates unforgettable memories. *"As the host of a homestay in Bali, we are very proud to provide authentic and profound experiences for tourists. Staying at our homestay allows visitors to experience the daily life of the Balinese people directly. Guests can participate in traditional ceremonies such as Ngaben and the Galungan and Kuningan celebrations, which offer deep insights into our spirituality and traditions. Additionally, we offer opportunities to learn traditional crafts such as batik and ikat weaving, as well as enjoy local cuisine through cooking classes. We believe that direct interaction with the local culture will create unforgettable memories and enrich the tourists' experience in Bali"* (Host).

Omotenashi and Tri Hita Karana in the Dimension of Hedonism

In Japan, the concept of hedonism has long been a part of the culture, especially during the Edo period with the phenomenon of "ukiyo" or "floating world," which depicted the pleasure-seeking culture among the rapidly growing merchant class. Places like the Yoshiwara district in Tokyo became centers of entertainment and pleasure, offering various forms of art, theater, and entertainment that pampered visitors. These experiences create deep and memorable impressions for tourists, which is the essence of MTE. *"We offer comfortable and luxurious accommodations at hotels such as The Ritz-Carlton Tokyo and Park Hyatt Tokyo. Our comprehensive facilities include an indoor swimming pool, a modern fitness center, and 24-hour room service to ensure the comfort and satisfaction of our guests"* (Training Coordinator).

In Bali, hedonism is very evident in various luxury resorts and entertainment venues. For example, the Hedonism Lounge at El Kabron Bali offers a hedonistic experience with an infinity pool overlooking the Indian Ocean, sunset parties, and exclusive services that pamper guests. These facilities provide an unforgettable experience for tourists, supporting the concept of the MTE by creating enjoyable and memorable memories. *"In Bali, we proudly provide luxurious accommodations at resorts such as The Mulia Bali and Four Seasons Resort Bali at Sayan. Guests can enjoy complete facilities such as an infinity pool, a fitness center equipped with the latest equipment, and 24-hour room service for an unforgettable stay experience"* (Market Vendors).

Omotenashi and Tri Hita Karana in the Dimension of Refreshment

Japanese gardens such as Kenrokuen Garden in Kanazawa and Ritsurin Garden in Takamatsu offer peaceful places for strolling and enjoying the beauty of nature. The tea ceremony in Kyoto also provides a profound and calming experience, where tourists can enjoy the tranquility and beauty of traditional Japanese art. All these elements reflect the principle of Omotenashi, where every detail is attended to ensure the comfort and satisfaction of tourists. *"We also hold tea ceremonies that provide a profound and calming experience. Guests can enjoy the tranquility and beauty of traditional Japanese art during these ceremonies. All these elements reflect the principle of Omotenashi, where every detail is attended to ensure the comfort and satisfaction of guests"* (Training Coordinator).

Spa and wellness centers in Bali, such as those in Ubud and Seminyak, offer various treatments that combine traditional Balinese techniques with natural ingredients. Engaging with these cultural elements enhances tourists' knowledge and understanding and contributes to the creation of profound and lasting memories. Yoga and meditation amidst Bali's natural surroundings, such as by the rice fields or on the beach, provide a profound refreshing experience, helping tourists balance and inner peace. *"Tourists can enjoy the natural beauty of Bali through jungle trekking, cycling in the countryside, or strolling along the beach. Interaction with residents through homestays also provides insights into daily life and Balinese traditions, creating refreshing and enriching experiences. All of this reflects the principle of Tri Hita Karana, where harmony and balance are key to achieving happiness and refreshment"* (Tour Guide).

Omotenashi and Tri Hita Karana in the Dimension of Novelty

In Japan, seeking novelty encompasses both the discovery of new elements and the immersion in diverse cultural experiences. Tourists can enjoy unique experiences such as wearing traditional kimonos, participating in tea ceremonies, and trying Japanese specialties like sushi and ramen. Traditional festivals such as Gion Matsuri in Kyoto and the Sapporo Snow Festival offer different and exciting experiences, where tourists can see grand parades, traditional music, and spectacular ice sculptures. *"When visiting Shirahama, don't forget to visit the stunning Sandanbeki Cave with its beautiful ocean views and significant historical value. This attraction offers a unique and exciting new experience for visitors, making it a novelty that should not be missed during your stay here"* (Staff from Indonesia).

In Bali, seeking novelty encompasses the exploration of new experiences alongside immersion in diverse cultural traditions. Tourists can enjoy unique experiences such as participating in traditional ceremonies, learning Balinese dance, and trying Balinese specialties like babi guling and lawar. Traditional festivals such as Ogoh-Ogoh and the Kite Festival offer

different and exciting experiences, where tourists can see grand parades and spectacular art performances. *"Make sure to explore the breathtaking rice terraces in Tegallalang. Their picturesque landscapes and rich cultural significance provide a unique and captivating experience for visitors. This remarkable attraction is a must-see and promises to be a highlight of your stay"* (Market Vendors).

Omotenashi and Tri Hita Karana in the Dimension of Involvement

Obon Matsuri, a traditional festival held to honor the spirits of ancestors. During Obon Matsuri, tourists can participate in various activities such as dancing Bon Odori, visiting temples, and lighting lanterns to honor the spirits. This festival offers tourists the opportunity to engage directly with Japanese traditions and culture, creating deep and meaningful experiences. *"The Obon dance is very popular among tourists. They are enthusiastic about participating, as the movements are easy to follow, and the music is captivating"* (Staff from Indonesia).

Tourists can participate in various activities that involve direct interaction with the local culture, such as attending religious ceremonies, learning Balinese dance, and trying Balinese specialties like babi guling and lawar. Tourists can also learn about traditional crafts such as batik and ikat weaving in Tenganan village, as well as see wood carvings in Mas village. These experiences reflect the principle of Tri Hita Karana, where harmony and balance are key to achieving happiness and deep involvement. *"We are very pleased to see the enthusiasm of tourists in participating in local cultural activities. They greatly enjoy learning Balinese dance and attending religious ceremonies"* (Host).

Omotenashi and Tri Hita Karana in the Dimension of Knowledge

Many tourists visit historical places such as Osaka Castle, Kinkaku-ji Temple, and the Hiroshima Peace Memorial. In Bali, seeking novelty encompasses the exploration of new experiences alongside immersion in diverse cultural traditions. The Japanese language attracts many tourists due to its complexity and beauty. Learning Japanese is often considered a way to better understand Japanese culture and values. For example, the writing systems of kanji, hiragana, and katakana reflect the history and way of thinking of the Japanese people. Tourists can participate in various cultural experiences such as traditional flower arranging, trying on kimono, and attending tea ceremonies. *"These activities provide opportunities to learn about Japanese culture and language directly. If you truly want to delve into Japanese history and culture, it is very important to understand the Japanese language first"* (Staff from Indonesia).

Omotenashi and Tri Hita Karana in the Dimension of Hospitableness

The basic concepts of the philosophy of chanoyu, namely wa, kei, sei, and jaku, can be integrated into hospitality (Genshitsu Sen, 2004). Omotenashi includes unique factors based on tradition, such as "mutual trust," "equality," "ichigo ichie" (once in a lifetime), "role exchange," "sensitivity and education of the recipient," and "reading the atmosphere," which are not found in ordinary hospitality (Takeda et al., 2016). Service cannot be delivered through "mental attitude" or "slogans" alone. It is essential to express it through words, attitudes, and actions to ensure the message reaches the customer.

Omotenashi in the dimension of hospitableness includes: 1. gratitude and good service attitude towards customers, 2. take pride in serving customers, 3. always remember the 5S (誠実, 親切, 正確, スマイル, スピード - sincerity, kindness, accuracy, smile, speed), 4. have peace of mind and serve with a smile, 5. think and act from the customer's perspective, 6. perform daily preparations without neglecting duties, 7. be responsive to guests' desires to rest and relax, 8. work with the attitude of introducing traditional Japanese culture to guests, 9. understand the usefulness and limitations of manuals, 10. strive to provide fair yet flexible service, 11. always be prepared to answer customer questions, 12. ensure to always fulfill promises to customers, and if possible, do so with speed and quality that exceed expectations, 13. maintain customer safety and cleanliness with full responsibility, 14. always be aware that teamwork is crucial in providing service, 15. do not forget to show gratitude to business partners, 16. "improving starting tomorrow" does not apply to customers, 17. be aware of the dangers of "negative reviews".

Genuine hospitality is not just about providing hospitality but stems from a deeper motivation to make guests feel welcome and safe (Blain and Lashley, 2014c), relevant to the statements from the interview results: Service cannot be delivered through 'mental attitude' or 'slogans' alone. Make sure to express it through words, attitudes, and actions so that the message reaches the customers. *"Customer satisfaction is achieved only if there is 'peace of mind and a smile' from the service provider. Realize this and perform your duties well"* (Training Coordinator). *"Even if guests do not directly express their desires, it is important to be sensitive to what they expect and provide appropriate service subtly and anticipatively. This is the essence of 'service' and the goal of it. Focus on the needs of the guests and avoid prioritizing personal or lodging interests over the guests' needs"* (Host). This aligns with the chanoyu philosophy of 敬 respect. *"For lodging, it is important to be prepared for risks such as fires, earthquakes, food poisoning, norovirus, legionella, and SARS infections. Conduct regular initial response training and implement preventive measures immediately after an incident or accident to avoid future issues."* (General Affairs Department, Teacher of Chanoyu; Housekeeper).

Customers seek authenticity, personalization, and genuine human connection, while managers focus on delivering quality, consistency, and adherence to standards (Cetin and Okumus, 2018). In line with this definition, a respondent explained: Recognize and take pride in work that demands attention to detail and quick responses. Additionally, be aware that "performance" greatly influences customers' evaluations. *"Even if customers do not directly express their desires, it is important to be sensitive to what they expect and provide appropriate service subtly and anticipatively. This is the essence of 'service' and its goal. Focus on the needs of the customers and avoid prioritizing personal or lodging interests over the needs of the guests"* (Host, General Affairs Department).

Managers emphasize professionalism and adherence to service standards, while guests value genuine interactions, personalization, and the willingness of staff to go above and beyond to meet their needs. Staff who are knowledgeable about the local area may be able to provide better recommendations on dining, tourist attractions, or transportation. This can enhance the sense of "care" and "comfort" for customers (Pijls et al., 2017), as explained by staff from Indonesia: Having an attitude to introduce traditional Japanese culture to customers through a stay at a quiet and elegant Japanese inn. Strive to ensure that customers can fully enjoy the atmosphere and culture. *"Therefore, it is essential to pay attention to appearance, behavior, local knowledge, and language use, and continuously improve their quality"* (Waitress/Waiter from Indonesia).

The Balinese community uses the philosophy of Tri Hita Karana, which emphasizes balance and harmony, to regulate tourism development and cultural preservation. Parahyangan refers to cultural tourism in Bali, which often involves religious ceremonies and visits to sacred sites. The Balinese community ensures that tourism activities do not disrupt the sanctity of these places and respect religious traditions. Pawongan refers to the active involvement of the Balinese community in the tourism industry, providing services such as accommodation, food, and tour guides. This ensures that the economic benefits of tourism are distributed fairly and strengthens social bonds. Palemahan emphasizes the principle of Tri Hita Karana in promoting the preservation of Bali's natural environment. The Balinese community recognizes that the island's natural beauty is an asset for tourism, and they strive to protect natural sites, promote sustainable tourism practices, and maintain environmental cleanliness (Pitana, 2010).

In line with the definition by Skandrani and Kamoun (2014) that culture views hospitality as a process of accepting strangers and treating them as guests, not strangers, this can be seen from the explanation of the homestay manager in Panglipuran: In line with the concept of Rwa Bhineda, the community must accept strangers and treat them as respected customers, serving them so they feel welcomed like family, not just as customers. Bali places great emphasis on preserving local culture through various religious ceremonies, traditional dances, and cultural festivals. Tourists are often invited to participate in these activities, providing them with an authentic experience of Balinese life and traditions. Hotel staff and tour guides are often trained to understand and appreciate local culture, enabling them to convey accurate and engaging information to tourists. This includes knowledge about sacred sites, customs, and the history of

Bali. While hospitality and authenticity are very important, managers in Bali also emphasize professionalism and adherence to service standards. This ensures that tourists receive consistently high-quality service. *Staff in Bali are often trained to provide personal and proactive service. "They strive to understand the needs and desires of tourists, even before being asked, to ensure a pleasant and satisfying experience. Staff working in the tourism sector in Bali usually have in-depth knowledge of the local area. They can provide good recommendations on dining, tourist attractions, and transportation, enhancing the sense of "care" and "comfort" for tourists"* (Host).

Omotenashi and Tri Hita Karana in the Dimension of Non-Human Hospitality

The provision of good facilities, such as comfortable accommodation or quality food and beverages, can contribute to the overall hospitality experience (Blain and Lashley, 2014c): The relationship with omotenashi from this theory is that omotenashi emphasizes deep attention to detail to ensure every aspect of the guest experience is perfect. This includes providing high-quality facilities such as comfortable accommodation and quality food and beverages. This attention to detail ensures that guests feel valued and cared for, enhancing the overall hospitality experience. *"The main principle of omotenashi is to make guests feel comfortable and satisfied. Providing good facilities, such as clean and comfortable rooms and delicious food, is an integral part of this principle. By ensuring that all guests' needs are met, omotenashi creates an environment where guests can feel relaxed and enjoy their time"* (General Affairs Department; Host).

Omotenashi involves sincere and selfless service, where the host strives to give their best without expecting anything in return. This aligns with Blain and Lashley's theory that the quality of facilities can enhance the hospitality experience. *"This sincere service is often manifested through the provision of facilities designed for the comfort and satisfaction of guests. Providing good facilities is an important part of creating this experience, as it helps ensure that every aspect of the guest's visit is enjoyable and stress-free"* (Training Coordinator; Host).

The concept of Tri Hita Karana, particularly the aspect of Palemahan, is highly relevant to Blain and Lashley's theory, where Palemahan emphasizes the importance of a harmonious relationship between humans and the natural environment: In the context of tourism, this means that the facilities provided should be environmentally friendly and support nature conservation. For instance, accommodations incorporating natural, sustainable materials and locally sourced food contribute to guest comfort and promote environmental sustainability. Providing good facilities, such as comfortable accommodation and quality food, aligns with the principles of Palemahan, which prioritize human well-being and comfort concerning to nature. Facilities designed with consideration for the surrounding environment will create a more enjoyable and satisfying experience for guests, as they can enjoy the natural beauty without harming it. By integrating the principles of Palemahan, the provision of good facilities becomes part of the holistic experience offered to guests. *"For instance, accommodations incorporating natural, sustainable materials and locally sourced food contribute to guest comfort and promote environmental sustainability"* (Host).

Omotenashi and Tri Hita Karana in the Dimension of Atmosphere and Ambience

The elements that contribute to the formation of a destination's atmosphere are architecture, color, sound, smell, orderliness, and cleanliness (Chau and Yan, 2021). The concept of omotenashi is highly relevant to the theory that elements such as architecture, color, sound, smell, orderliness, and cleanliness contribute to the formation of a destination's atmosphere: Omotenashi emphasizes attention to detail, which relates to the philosophy of chanoyu, specifically 和 (wa), meaning harmony. For example, ryokan (traditional Japanese inns) often uses traditional architecture that creates a calm and comfortable atmosphere for guests. *"The choice of colors in decoration and interior design is also part of omotenashi. Soothing and harmonious colors are used to create a pleasant and calming environment for guests, aligning with this concept"* (Training Coordinator, Teacher of Chanoyu). *"Natural sounds or traditional Japanese music are often used in omotenashi settings to create a relaxing and enjoyable atmosphere. For instance, the sound of flowing water or koto/traditional Japanese musical instruments music can enhance the guest experience"* (Host). *"Distinctive aromas such as cherry blossoms or green tea are often used in*

omotenashi to evoke feelings of comfort and nostalgia. These scents help create a pleasant and inviting atmosphere" (Teacher of Chanoyu). Cleanliness and orderliness are important aspects of omotenashi. A clean and well-organized environment reflects care and respect for customers, creating a comfortable and pleasant atmosphere. *"This aligns with the chanoyu philosophy of 清 'purity'"* (Housekeeper, Front Desk Staff).

The concept of Tri Hita Karana is related to the theory by Chau and Yan (2021) and they are interconnected: It is explained that architectural design should be in harmony with the surrounding nature. The use of natural materials and eco-friendly designs in buildings fosters a comfortable environment and simultaneously promotes environmental conservation. Natural colors used in decoration and interior design can create a sense of calm and comfort for tourists, in line with the principle of Palemahan, which prioritizes human well-being in relation to nature. *"Natural sounds such as the murmur of water or birdsong can create a soothing and pleasant atmosphere. Natural aromas such as flowers or local plants can evoke feelings of comfort and nostalgia. A clean and well-organized environment reflects care for nature and human well-being"* (Host).

Omotenashi and Tri Hita Karana in the Dimension of Eudaimonia

The eudaimonic effect can result from activities that are not particularly enjoyable now but have delayed positive effects that occur when the outcomes are achieved. Examples include skill improvement or achieving goals. This can lead to personal growth and development (Knobloch et al., 2017). Integrating Eudaimonia into Omotenashi means that the goal of this sincere service is to achieve true well-being for both the giver and the receiver of the service. As an example, the training coordinator stated that Customer satisfaction can only be achieved if there is 'peace of mind and a smile' from the service provider. Realize this and perform your duties well. The host mentioned that even if guests do not directly express their desires, it is important to be sensitive to what they expect and provide appropriate service subtly and anticipatively. This is the essence of 'service' and its goal.

Service performed with a sincere and attentive heart brings not just temporary happiness, but also fosters deep and lasting well-being. 寂 (Jaku) is one of the principles in Chanoyu (Japanese tea ceremony) which means tranquility or inner peace. This principle emphasizes the importance of achieving a calm and peaceful state of mind through attentive practice and meditation (Kimiecik, 2019). There are various tourism practices that can help you achieve true well-being, such as Onsen (Hot Springs), Shinrin-Yoku (Forest Bathing), Zazen (Zen Meditation), Ryokan (Traditional Japanese Inns), Shojin Ryori (Buddhist Vegetarian Cuisine), Yoga, and Meditation in Nature. *"Our guests can experience true tranquility and well-being during their stay at our ryokan. We are committed to providing a sincere and attentive service to ensure a profound and memorable experience"* (Host).

Eudaimonia emphasizes the importance of a meaningful and balanced life (Deci and Ryan, 2006; Ryan et al., 2008). In the context of Parahyangan, this means achieving true well-being through a deep and meaningful spiritual relationship with God. Religious practices and meditation can help achieve inner peace and spiritual well-being. Eudaimonia encompasses holistic well-being, including relationships with nature. In tourism, this can be applied through ecotourism activities such as trekking, snorkeling, and cycling in the open air. Tourists can learn about environmental conservation and participate in preservation activities, which help create ecological balance and environmental well-being. Ubud, Pura Besakih, Jatiluwih Rice Terrace, and Nusa Penida are tourist destinations where one can achieve eudaimonia. *"Tourists can experience true peace and well-being during their visit to Bali. We are committed to providing meaningful and sustainable ecotourism experiences to ensure holistic well-being for all parties involved"* (Host).

Table 2 presents a thematic summary based on qualitative data analysis, highlighting the main themes, sub-themes, representative codes, and illustrative participant quotes. The themes reflect key dimensions of MTE influenced by the principles of Omotenashi and Tri Hita Karana.

Table 2.

Summary of Themes Derived from the Research Findings (Source: Own research)

| Main Theme | Sub-Theme | Example Code | Participant Quote |
|---------------|---|--|---|
| Local Culture | Traditional festival, tea ceremony, local cuisine, crafts | Gion Matsuri, Sapporo Snow Festival, tea ceremony, Kaiseki Ryori, homestay, crafts | Japan's local culture offers unique and profound experiences for every tourist. From lively traditional festivals to serene tea ceremonies, each cultural element is designed to provide deeper insights into the life and values of Japanese society. We invite you to interact with residents, try traditional cuisine, and enjoy the beauty of our arts and crafts. (Front Desk Staff) |
| | Traditional ceremonies | Ngaben, Galungan, Kuningan, Kecak dance, Legong dance, batik, ikat weaving | Staying at our homestay allows visitors to experience the daily life of the Balinese people directly. Guests can participate in traditional ceremonies such as Ngaben and the Galungan and Kuningan celebrations..." (Host) |
| Hedonism | Luxury and indulgence | The Ritz-Carlton Tokyo, Park Hyatt Tokyo, spa, fine dining, 24-hour service | We offer comfortable and luxurious accommodations at hotels such as The Ritz-Carlton Tokyo and Park Hyatt Tokyo. Our comprehensive facilities include an indoor swimming pool, a modern fitness center, and 24-hour room service to ensure the comfort and satisfaction of our guests. (Training Coordinator) |
| | | Infinity pool, sunset parties, exclusive services, luxury resorts | In Bali, we proudly provide luxurious accommodation at resorts such as The Mulia Bali and Four Seasons Resort Bali at Sayan... (Market Vendors) |
| Refreshment | Tranquility and nature | Tea ceremony, Japanese gardens, onsen | We also hold tea ceremonies that provide a profound and calming experience. Guests can enjoy the tranquility and beauty of traditional Japanese art during these ceremonies. All these elements reflect the principle of Omotenashi, where every detail is attended to ensure the comfort and satisfaction of guests. (Training Coordinator) |

| Main Theme | Sub-Theme | Example Code | Participant Quote |
|----------------|-------------------------------------|---|--|
| Novelty | Wellness and nature | Spa, yoga, meditation, jungle trekking, beach walks | Tourists can enjoy the natural beauty of Bali through jungle trekking, cycling in the countryside, or strolling along the beach... (Tour Guide) |
| | Unique cultural experiences | Kimono, sushi, ramen, Sandanbeki Cave | When visiting Shirahama, don't forget to visit the stunning Sandanbeki Cave with its beautiful ocean views and significant historical value. This attraction offers a unique and exciting new experience for visitors, making it a novelty that should not be missed during your stay here. (Staff from Indonesia) |
| Involvement | Unique cultural experiences | Ogoh-Ogoh Festival, Kite Festival, rice terraces in Tegallalang | Make sure to explore the breathtaking rice terraces in Tegallalang. Their picturesque landscapes and rich cultural significance provide a unique and captivating experience... (Market Vendors) |
| | Cultural participation | Obon Matsuri, Bon Odori, temple visits | The Obon dance is very popular among tourists. They are enthusiastic about participating, as the movements are easy to follow, and the music is captivating. (Staff from Indonesia) |
| Knowledge | Cultural participation | Learning Balinese dance, attending ceremonies, traditional crafts | We are very pleased to see the enthusiasm of tourists in participating in local cultural activities. They greatly enjoy learning Balinese dance and attending religious ceremonies. (Host) |
| | Cultural and historical learning | Osaka Castle, Kinkaku-ji, Hiroshima Peace Memorial, Japanese language | These activities provide opportunities to learn about Japanese culture and language directly. If you truly want to delve into Japanese history and culture, it is very important to understand the Japanese language first. (Staff from Indonesia) |
| Hospitableness | Cultural and environmental learning | Environmental conservation, sacred sites, local history | They strive to understand the needs and desires of tourists, even before being asked... Staff working in the tourism sector in Bali usually have in-depth knowledge of the local area. (Host) |
| | Sincere and anticipative service | 5S principles, guest-centered mindset, attention to detail | Customer satisfaction is achieved only if there is 'peace of mind and a smile' from the service provider. Realize this and perform your duties well. (Training Coordinator) |

| Main Theme | Sub-Theme | Example Code | Participant Quote |
|-----------------------|-------------------------------|---|--|
| Non-Human Hospitality | Sincere and proactive service | Treating guests like family, understanding unspoken needs | The community must accept strangers and treat them as respected customers, serving them so they feel welcomed like family... (Host) |
| | Quality facilities | Clean rooms, delicious food, attention to detail | Providing good facilities, such as clean and comfortable rooms and delicious food, is an integral part of this principle. By ensuring that all guests' needs are met, Omotenashi creates an environment where guests can feel relaxed and enjoy their time. (General Affairs Department) |
| | Eco-friendly facilities | Sustainable materials, local food sourcing, nature-integrated design | In addition to physical comfort, guests experience a meaningful connection with nature and local culture, enhancing the richness of their stay. (Host) |
| Atmosphere & Ambience | Harmony and sensory design | Traditional architecture, calming colors, natural sounds, cleanliness | The choice of colors in decoration and interior design is also part of Omotenashi. Soothing and harmonious colors are used to create a pleasant and calming environment for guests, aligning with this concept. (Training Coordinator) |
| Eudaimonia | Natural harmony | Natural sounds, aromas, clean and organized environment | Natural sounds such as the murmur of water or birdsong can create a soothing and pleasant atmosphere... A clean and well-organized environment reflects care for nature and human well-being. (Host) |
| | Inner peace and fulfillment | Onsen, Zazen, Ryokan, Shojin Ryori, Chanoyu (Jaku) | Our guests can experience true tranquility and well-being during their stay at our ryokan. We are committed to providing a sincere and attentive service to ensure a profound and memorable experience. (Host) |
| | Holistic well-being | Spiritual connection, ecotourism, meaningful experiences | Tourists can experience true peace and well-being during their visit to Bali. We are committed to providing meaningful and sustainable ecotourism experiences... (Host) |

DISCUSSIONS AND CONCLUSIONS

This study examines the integration of the concepts of Omotenashi and Tri Hita Karana within the dimension of MTE. Omotenashi encompasses various unique factors rooted in Japanese tradition, such as mutual trust, equality, and the concept of “ichigo ichie” (once in a lifetime). Service in Omotenashi goes beyond mere mental attitudes or slogans; it must be demonstrated through words, behavior, and actions to effectively communicate its essence to the customer. The dimension of hospitableness in Omotenashi includes gratitude, pride in serving, and attention to detail and customer needs. This reinforces the importance of sincere service, attention to detail, and balance in social and environmental relationships within the context of (Ota et al., 2017; Cetin and Okumus, 2018; Bain and Lashley, 2014; Pijls et al., 2017).

The concept of Rwa Bhineka in Bali’s tourism practices demonstrates how genuine hospitality and attention to detail can create profound and meaningful experiences for tourists. It also emphasizes the importance of balancing the preservation of local culture with professionalism in delivering high-quality services (Tasci et al., 2021). This combination contributes to both increased tourist satisfaction and the long-term sustainability of tourism in Bali.

Tri Hita Karana, a Balinese philosophy that emphasizes balance and harmony, also plays an important role in tourism development and cultural preservation. This philosophy encompasses three main aspects: Parahyangan (relationship with God), Pawongan (relationship among humans), and Palemahan (relationship with the environment). The Balinese people use these principles to ensure that tourism activities do not disrupt the sanctity of sacred sites, distribute economic benefits fairly, and preserve the natural environment (Pitana, 2010).

True hospitality, whether in the context of Omotenashi or Tri Hita Karana, is not just about providing services but also about a deeper motivation to make guests feel welcomed and safe (Tasci et al., 2016). This is reflected in interviews with various parties who emphasize the importance of calmness, a smile, and sensitivity to the needs of guests (Skandrani and Kamoun, 2014). Managers and staff in the tourism sector also stress the importance of professionalism, adherence to service standards, and the ability to provide personal and proactive service (Cetin et al., 2015).

The concepts of Omotenashi and Tri Hita Karana in the dimension of non-human hospitality emphasize the importance of providing high-quality facilities to enhance the overall guest experience. Omotenashi emphasizes deep attention to detail to ensure every aspect of the guest experience is perfect. This includes providing comfortable accommodations and high-quality food and beverages. This attention to detail ensures that guests feel valued and cared for, which enhances the overall hospitality experience (Blain and Lashley, 2014c).

The integration of Omotenashi and Tri Hita Karana in the dimension of atmosphere and ambience demonstrates how genuine hospitality and attention to detail can create profound and meaningful experiences for tourists. Omotenashi emphasizes the importance of providing high-quality facilities and creating a harmonious environment through meticulous attention to detail. Tri Hita Karana, particularly the aspect of Palemahan, highlights the importance of designing facilities that are in harmony with nature and support environmental preservation.

The integration of Eudaimonia in the practices of Omotenashi and Tri Hita Karana demonstrates that sincere service and attention to detail can create deep and sustainable true well-being. Omotenashi emphasizes the importance of providing attentive and sincere service, while Tri Hita Karana emphasizes balance in spiritual, social, and environmental relationships.

The findings of this study have practical implications, namely that both Omotenashi and Tri Hita Karana emphasize the importance of providing sincere and attentive service. This approach ensures that guests feel valued and cared for, enhancing their overall experience and satisfaction. The meticulous attention to detail in both concepts ensures that every aspect of the guest experience is perfect. This includes providing high-quality facilities, comfortable accommodations, and high-quality food and beverages, which collectively enhance the hospitality experience. Tri Hita Karana emphasizes balance in spiritual, social, and environmental relationships. This principle can be applied in tourism to ensure that activities do not disrupt the sanctity of sacred sites, distribute economic benefits fairly, and preserve the natural environment.

The concept of Rwa Bhineka in Bali's tourism practices demonstrates the importance of integrating local culture into the hospitality experience. This approach fosters meaningful tourist experiences and simultaneously contributes to the preservation of local traditions and customs. Managers and staff in the tourism sector emphasize the importance of professionalism and adherence to service standards. This ensures that tourists receive consistent, high-quality service, which is crucial for maintaining satisfaction and loyalty. The integration of Eudaimonia in the practices of Omotenashi and Tri Hita Karana demonstrates that sincere service and attention to detail can create deep and sustainable true well-being. Through this holistic approach, customers experience physical comfort alongside a meaningful connection to the local culture and natural surroundings.

Although this paper provides practical insights, the implementation of Omotenashi and Tri Hita Karana principles in tourism practices may face practical challenges, such as additional costs or the need for specialized staff training. The concepts of Omotenashi and Tri Hita Karana are closely tied to the cultural contexts of Japan and Bali. The implementation and interpretation of these concepts may differ in other cultures, which could limit the relevance of the findings outside these contexts. The data used in this paper may be limited to interviews or observations from a small number of respondents or locations. This could limit the scope and depth of the analysis.

This study has several limitations that should be acknowledged. First, the findings may not be generalizable to all tourism contexts or to cultures outside Japan and Bali. The concepts of Omotenashi and Tri Hita Karana are deeply rooted in their respective cultural and philosophical traditions, Japanese hospitality and Balinese cosmology. As such, their direct application to other regions with different cultural, social, and religious backgrounds may be limited or require significant adaptation. Caution should be exercised when attempting to replicate or implement these principles in different settings.

Second, the study employed convenience and purposive sampling, which, while effective for accessing knowledgeable and relevant participants, introduces potential selection bias. Participants were selected based on accessibility and their relevance to the research topic, which may have excluded other valuable perspectives. This non-probability sampling approach limits the representativeness of the sample and, consequently, the generalizability of the findings. The insights presented here should therefore be interpreted within the specific cultural and contextual boundaries of the study.

Future research could address these limitations by employing more diverse and randomized sampling strategies, as well as by conducting comparative studies across different cultural destinations. Such studies could help develop more comprehensive and culturally sensitive frameworks for understanding hospitality and its impact on tourist satisfaction and experience.

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