



Luxury Hotels Attributes A Comparative Analysis of Japanese and Chinese Customers Perceptions

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Abstract

This study examines the attributes of luxury hotels operating in Portugal, identifying the factors behind the differences between Japanese and Chinese customers' satisfaction. Expectations of hotel hospitality are influenced by cultural factors. Compared with Western, Asian tourists prefer the basic and practical aspects of service. In Portugal, the Asian market has been seen as predominantly Chinese, but Chinese and Japanese customers are pleased by different attributes. A mixed methods three-steps approach is used: literature review; "booking.com" content analysis of 1.354 Chinese and Japanese hotel guests' comments; interviews to five top hospitality managers and experts. The study contributes to the understanding of Japanese culture and Japanese tourists' satisfaction with hotel attributes. Significant differences of satisfaction with hotel attributes are found between Japanese and Chinese guests. The study proposes a strategic plan based on the four balance scorecard model dimensions (customer, processes and procedures, people development and finance) to direct and improve the Portuguese luxury hotel strategy to conquest and meet the expectations of Japanese tourists. Hotel managers and frontline employees must be aware of the influence of culture differences have on tourists' perceptions and behaviour. Cross-cultural training is needed to identify specific attributes of service and relational service to answer guests' needs and expectations and minimize dissatisfaction.

Keywords: Chinese Tourists, Japanese Culture, Japanese Tourists Satisfaction, Hotel Reviews, Hospitality Strategy