

THE CULTURAL CHARACTERISTICS OF INTERNATIONAL TOURISTS

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ABSTRACT

Number of international tourists visiting Bali, Indonesia, keeps increasing. They usually come from different countries and cultural background. Objective of this research is to introduce some cultural characteristics of Chinese, Japanese, Korean, Australian, American, German, Indonesian, and Balinese. Data of this literature review was based on some academic books and electronic data from internet. Data was collected by reviewing some books and articles and by observing the characteristics of resident's culture. The result showed that the culture of tourists and the culture of residents are very different. Japanese, Chinese, Korean, Indonesian, and Balinese prefer collectivism or group to individualism but, Australian, American, and Germany prefer individualism to collectivism. Indonesian and Balinese like asking about religion, age, salary, and possession but Australian, American, and Germany don't like asking about them. It is recommended that all tourism employees should know about the tourist's cultural aspects so that no misunderstanding between the tourists and the residents.

Keywords: tourism, destination, international tourists, culture, cross cultural understanding.

INTRODUCTION

Bali is one of the most popular tourist destinations in the world which has been known since 1914 when the Dutch ship KPM for the first time brought some tourists to Bali. Since that time the number of tourist visiting Bali was increasing continuously. After Hotel Bali Beach, Sanur, was opened in 1966 and Ngurah Rai International Airport, Tuban, in 1969 the tourism in Bali developed more rapidly. Moreover, development of inclusive international hotels in Nusa Dua in 1990s could attract higher class of tourists. All those tourist facilities, beautiful nature and unique culture of Bali has made Bali the most famous tourist destination in the world.

Tourism has caused the increase of economy in Bali. In 1998, income of Balinese was 51,6% and came from the tourism sector and 38% of job vacancy in Bali was from tourism sector (Pitana in Ardika 2003: 57). In the last seven years the number of tourists visiting Bali still showed the growth. Below is a table of international tourists visiting from 2011-2016 (see table 1).

Table 1
The International Tourists Visiting Bali 2011-2016

Nationality	International Tourists Visit					
	2011	2012	2013	2014	2015	2016
Asean	335,949	373,586	418,012	483,487	422,986	416,429
Asia (Non Asean)	802,410	834,225	995,423	1,236,816	1,424,995	1,839,893
America	139,078	154,741	164,666	177,940	214,518	184,374
Europe	633,378	635,301	712,418	736,188	842,436	1,151,922
Oceania	825,556	859,978	892,615	1,050,422	1,042,001	1,202,805
Africa	15,826	18,640	19,385	18,137	27,830	8,398
Crew	74,512	72,861	76,079	63,648	27,069	124,115
Total	2,826,709	2,949,332	3,278,598	3,766,638	4,001,835	4,927,937

(Source: Central Bureau of Statistics of Bali Province, 2017).

It could be concluded from the table that the growth of international tourists visiting Bali from 2011 to 2016 increased continuously. In 2012 the increase was about 4%, in 2013 was 11%, in 2014 was 12%, in 2015 was 10% and in 2016 was 23%. The most of the international tourists come from Asian countries (non-Asean) such as China, Japan, Korea, India, and others. It is then followed by Oceania countries (Australia, and others), then European countries (Germany, Dutch, United Kingdom, and others). Asia (Non-Asean), Oceania, and Europe are the biggest three of tourist producers for Bali.

Tourism is an activity that takes place when, in international terms, people cross a border for leisure or business and stay at least twenty-four hours, but less than one year (Mill, 1985: viii). The tourist's activity from origin to destination will establish some business such as airlines, taxis, railroads, hotels, travel agents, amusement parks, museums, spas and other health resorts, performing arts, and others (Frechtling, 2001: 15).

The international tourists that visit Bali, of course, will bring their own cultures. Culture is a set of beliefs or standards, shared by a group of people, which help the individual decide what is, what can be, how to feel, what to do and how to go about doing it (Peters and Ameijde, 2003: 88). Some elements of culture are religions, beliefs,

languages, traditions, customs, life-styles, behavioral patterns, dress codes, and many others. Generally, there are two different cultures: western and eastern culture. In the western cultures people are less dependent of each other and individualistic. But in eastern cultures people are dependent each other and collective.

In tourism activities there is a process of serving people at hotel, tours, transport or tourist attractions. There are at least two people from two different countries and culture will communicate. There is also a contact or communication between the tourists and the residents whose cultures are different. Inskeep (1991: 367) stated that culture differences between residents and tourists could create frustrating situations and sometimes lead to misunderstanding.

In order to decrease the misunderstanding between the tourists and residents it is important to know, respect and understand the cultural characteristics of the tourists and residents (cross culture understanding). If the tourists like local cultures in a destination, then they will be repeaters (repeat tourists) in the destination (Sutama, Mudana, and Astawa, 2017; <<https://ojs.pnb.ac.id/index.php/IJASTE/article/view/536>>). Based on that background, this article will discuss the cultural characteristic of international tourists which are very different among each other. The discussion involves cultural characteristics of Chinese, Japanese, Korean, Australian, American, and Germany. In addition, it is also important to discuss the cultures of Indonesian and Balinese for comparison.

RESEARCH METHODOLOGY

This is a literature study research. Data in this research was based on resources from academic books related with culture. To support the academic resources the author also used some electronic data from the internet. The cultural characteristics were identified by searching at the internet channels using the phrases “characteristic of Chinese, Japanese, Korean, Australian, American, Germany, Indonesian and Balinese”. The selection was based on the criteria of the most nationalities visiting Bali.

RESULTS AND DISCUSSION

The following are description of some personalities, traits or characteristics of some international tourists that visit Bali such as Chinese, Japanese, Korean, Australian, American, Germany, Indonesian, and Balinese.

According to Administration of China Fashion Agency (2017), the characteristic of Chinese Tourists are the following.

- Chinese get used to doing things in groups. According to the latest report by national tourism agency in China, 70% of Chinese people travel through agency organized groups. Most Chinese people have never travelled abroad until the recent decade, so they are less eager to explore alone.
- Chinese love shopping for luxury products abroad. These products are very expensive in China and are regarded as important when showed to other Chinese people. About 60% of the Chinese tourist budget is dedicated to shopping.
- Chinese tourists lack culture awareness. It is not because their foreign language is not good enough, but they don't have the patience or desire to listen, but prefer to stay together and make noise.
- Money is the most important thing for Chinese tourists. When they saw the Chinese ceramics in the British Museum, they kept on debating about how much it's worth and even made comparisons with the auction prices of similar products in China.
- Chinese tourists like to take photos, no matter where they are, and whether they had other's permission or not, they'll take photos of local strangers or local premises.
- Chinese tourists are not only contemptuous to regulations of foreign countries, but also contemptuous to the regulations of their own country.
- Chinese sometimes publically pull off their socks and eat with their heels resting on a chair, or noisily swallow food, or sneeze loudly without covering their mouth.
- Chinese tourists may be very generous when purchasing luxury goods, however, they are very stingy with service tips.

Gerhold (2013) stated that characteristics of the Japanese are the following.

- Japanese is polite. The traditional Japanese bow used as a greeting during any given exchange. Though handshakes are perfectly common in Japan now, they more often than not come with a bow as well (or two or three).
- Japanese is punctual. Japan takes its time management very seriously. The Japan Railway (JR) and other connecting subways and train systems are well-known for their incredibly punctual schedules. When there is a delay of even a minute, the whole system gets thrown off.
- Japanese is hard-working. It's common for people to work several more hours after their contractual quitting time. Even if you have a contracted job, it's still considered rude to leave right on schedule.
- Japanese is respectful. In Japan, the older you get, the wiser you are considered and the more respectfully you're treated. You'll get in big trouble if you use informal language with a person older than you unless they're family. Even then, some relatives still expect proper formal language befitting of their senior status.
- Japanese are very shy people. This might be linked to their focus on politeness and respect. Many Japanese people worry about their foreign language skills and fear saying something incorrectly in English when they talk to native speakers.
- Japanese is prefer to group. They prefer share ideas with their peers and make a group decision. When they go traveling they prefer in group to individual.
- Japanese is very formal. This manifests itself in both manner and language. Japanese has many different formality levels depending on who you're addressing.
- Japanese is clean. Many internet users have seen Japanese tourists pick up trash from around campsites and rest stops even when they didn't make the mess themselves.

Keith (2014) stated that the personality traits of Koreans are the following.

- Koreans are green. Korea also takes its recycling programs serious! Bio-waste matter (left over food) is recycled through yellow plastic bags that are meant specifically for compost matter (which is rumored to be super eco-friendly and fed to pigs!). In addition, everything is separated by glass, plastic, cardboard and cans.
- Koreans are sleepless. Korea's really a night owl's paradise. After work, friends like to get together and have dinner with a few drinks. But going home right after

that isn't very Korean. Instead, there's almost always a round 2 (2차 – i-cha) and sometimes rounds 3, 4 and 5, going on well past most people's bedtimes.

- Koreans are extremely emotional. When a person dies in Korea, it's not quiet; Koreans give new meaning to the word "cry." But of course death is an emotional aspect for any culture.
- Koreans are addicted to smartphones. Korea is quite literally one of the most connected nations on earth and that means connectivity everywhere: in the subways, on top of mountains and even in elevators. Just watch any scene in a Korean subway; people are paying more attention to their phones than the people around.
- Koreans are obsessed with New York, Paris, and London. Combine Korea's New York obsession with romantic Parisian cafe culture and you got your own brand of Korean style coffee shops. London is glamorized for its fashion and regality. It's all fueled by romantic images of New York, Paris and London by the Korean media. Korea loves their cosmopolitan nature, and Seoul definitely strives to be just like them.
- Koreans are pressured. There's a lot of pressure to get ahead in all facets of life in Korea. Mothers with money will enroll their kids in English nurseries at close to \$1000 USD a month so kids learn to speak without accents. Mothers with less money will send their kids to English academies (or Math, Science, History, etc.) to try to get a step ahead of everyone else.
- Koreans are impatient. Koreans have a ppalli-ppalli culture (meaning "hurry, hurry") which focuses on getting things done as quickly as possible. Under the direction of Park Chung-hee, Korea's President in the 70's, Korea began to cultivate a sense of urgency which lives on today.

According to Aldousnow Sydney Total Reaction Points (April 2012), the Australian culture are the following.

- Australians are independent. They think of themselves as individuals who are equal in everything and opportunities.

- Australians love pets i.e. cat, dog, bird or fish. They give them a lot of affection and may keep them inside the house.
- Australians usually eat their evening meal at home and “eat-out” on special occasions. Australians in general will use knives, forks and spoon and will only use their fingers at barbeques, picnics or light suppers.
- When you have a meal with Australian, he will ask you if you want a second serving and so be as polite and honest as possible. If you have eaten enough then you can refuse. This is not impolite. Australians will not usually repeat the offer of more food/drink as they will assume that “no” means no.
- Australians like to stand in a casual posture or sit with their legs crossed when having a conversation. They generally do not touch each other when talking.
- In summer Australians tend to wear fewer clothes and dress very casually. Shorts, T-shirts are worn by Aussies regardless of age.
- Australians enjoy eye contact between people of all ages. This is considered polite.
- Families or closed friends may hug or kiss each other on the cheeks or lips in greeting or farewell.
- Australians blow their nose into a handkerchief when they have a cold or to clean their nose and place it in their pocket to dispose of later on.
- They consider sniffing or spitting as unhygienic and impolite.
- Australians will often stand quite close to you and may touch your arm in a gesture of friendliness.
- Australians are very open and direct but don't like to be asked about their age, marital status, income, value of house and possessions.
- Australians have the appearance of being very relaxed people but punctuality for an appointment is very important.
- Many invitations to Australian homes will be for a "barbie" (BBQ). It is customary in Australia to respond to an invitation barbeque party, lunch, dinner, gathering, among others on the spot, via email, phone call or a letter. Being frank to the host about the food that you can and cannot eat as advisable.
- Invitation that says BYO or a restaurant that has BYO signs in them, it only indicates that you need to "Bring your Own Beverages."

The University of Michigan has composed some basic characteristics of American culture.

- Americans come in all colors, have all types of religions, and speak many languages from all over the world.
- Americans believe in freedom of choice.
- Americans need a lot of “elbow room”; they like personal space around them.
- Americans and their police follow the law.
- Littering (throwing garbage on the street), graffiti (writing on walls), and loitering (standing around and doing nothing in public spaces) are against the law and punishable by a fine or jail.
- Discriminating against or making any insulting statement about someone else’s religion or ethnicity is against the law and could be punishable, known as a hate crime.
- Americans are extremely informal and call most people by their first name or nickname.
- Asking “How are you?” is a simple greeting and is not a question about your health.
- Americans smile a lot and talk easily to strangers, sometimes sharing personal stories.
- Americans don’t push or stand too close to anyone in line. They always wait their turn.
- When the service is good at a restaurant, tipping is expected to be 15-20% of the total bill.
- It is polite to eat with one hand while the other is under the table in their lap.
- When you meet Americans, be sure to look them in the eye, smile, and shake hands.
- Americans make small talk at the beginning of conversations and will probably ask you “what do you do?” which means what is your job?
- Americans open presents and cards in front of people.
- It is considered rude to ask direct questions about a person’s religion, age, money, salary, weight or clothing size.

- Men should not make “sexist” remarks to or about women, anything that would suggest women are unequal to men.
- Americans are extremely punctual, always on time and never late.
- Some Americans hug a lot. It is okay for women and men to hug even if they aren't close friends.
- It is normal for American women to have male friends who are just friends (and vice versa).
- American men try to share equally with their wives in parenting and housework.
- Americans love pets and having a dog or cat in the household is common.
- Many elderly Americans live in retirement homes rather than with their children or family.
- Domestic violence is against the law and it is illegal to hit anyone: spouse, child, parent or even a pet.
- Do your own work. Copying from a friend, book, or the internet is called plagiarism and can cause expulsion from school.
- Americans look for bargains and often buy used items.

According to Dammann German English Translation (October 24, 2017), the German characteristics are the following.

- Germans are hardworking, disciplined and efficient and often spend their time thinking quite practically about how a problem should be solved.
- Germans are humorous, but in a more cynical way but they are not stiff and humourless like many people think they are. They love a joke and will laugh and smile when one is told.
- Germans are well-organized and have everything ahead of them well-planned in advance. They simply love to structure every day so they know what they are expected to do by others as well as what they want to do.
- Germans are punctual, unless something unexpected holds them up. This means if you have a designated appointment time with a German be there 5 minutes early as this will impress them. They will be most offended if you arrive late.

- Germans are holding tradition, as traditions are important to Germans. There tends to be annual events that traditionally take place on the same date, at the same time and at the same place year after year.
- Germans are creative, as Germans are well known for their abilities to create new things. You may see a small sensor that is designed to detect rainwater on the windscreen of your car which automatically switches the wiper on. This could well be a German invention as creativity is what Germans are famous for.

According to Peters and Ameijde (2003:126) the cultural characteristics of Indonesians are the following.

- Indonesians are very difficult to keep to standard quality. They have difficulties keeping an archive or a good bookkeeping. The Indonesians will adjust willingly to his customer's wishes and his power is his customer-oriented attitude. The culture is typical tailor-made and customer-oriented.
- Indonesians are sensitive for foreign products and foreign knowledge. Out of a feeling of inferiority they don't value their own knowledge and products, as they should. This is also a consequence of suppression colonialism.
- The cooperation system is characterized by the family system of which harmony is the core. This harmony is expressed in decision-making process as *mufakat* or consensus and in cooperation as *gotong royong* or participate and support.
- Indonesian public condemn overt sexuality and foreign magazines, and publication of nude bodies must have such illustrations deleted before they can be sold in Indonesia. But at the same time there are sauna and massage parlors.
- Indonesians condemn corruption, but continue to act corruptly.
- Indonesians pretend piety at home, but the moment they get off the plane abroad, they look for nightclub or go to a hotel where they order girls.
- The Indonesian laws apply equally to all people. In practice, however, the petty thief goes to jail while the big-time thief goes free.
- Indonesians are ABS (*asal bapak senang*, yes-man) practice.
- Indonesians have different way to say "no" (in devious way).

Department of Tourism Post and Telecommunication Regional Office (1996) stated that social etiquette plays an important part in the Balinese's daily life and

willingness to conform to their traditional manners is always respected. Like in any other countries, there are cultural pith fall however, mainly social and religious taboos, the breaking of which may cause social and religious offence. Those etiquettes are the following.

- It is considered rude to point with toes at a person or object and it is not accepted to walk in front of praying people.
- For those who do not know each other well, it is considered impolite to touch someone's head since head is regarded to be the most important part of the human body.
- Visitors are always welcomed to any of ritual ceremonies or temple festivals provided they are properly dressed and show their respect by wearing a sash around their waist.
- It is totally unacceptable to take picture of women or men bathing in public bathing place or river.
- For ladies having their period, there is a strict prohibition of entering any temple or holy place.
- (After observing the daily life of the Balinese for years the author find that the Balinese have the following characteristics:). Balinese greeting "Where are you going" is very common to express friendliness.
- Balinese is not punctual. One hour delayed from the appointed time is still tolerated. When there is a meeting schedule at 8 a.m., it is very common the meeting will start at 9 a.m. and for participants that come late don't feel ashamed.
- When the host offering something, Balinese usually refuse the first servings but accept the second or third ones, they feel ashamed in requesting something to eat or drink to the host.
- Balinese like asking personal questions like: age, religion, salary or income, marital status, value of house and possessions.

CONCLUSION

From the discussion it can be concluded that every country has its own culture, and every nationalities have different cultures. The culture differences are very complex,

sometimes what is good in one culture may be not good in another culture. The meetings of two or more cultures may bring serious misunderstanding and dissatisfaction to interpersonal relations. Based on those differences, the managers and staff of tourism industry should understand, be tolerant, and open to those cultural differences. No matter of their origin, religions, races, customs, and so on.

SUGGESTION

It is recommended that all tourism employees should be given cross cultural training. Such training should include familiarization with the tourist's native language, the cultural aspects of the meanings of interpersonal and non-verbal communication cues such as symbols, signs, gestures, facial expressions, and messages contained in body language.

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