



Analysis of Japanese Tourists' Experiences in Homestay Services at Popular Marine Tourism Destinations in South Sulawesi Province

Anda Prasetyo Ery¹, Adi Hendraningrum²

¹Hospitality Department, Makassar Tourism Polytechnic, Indonesia

²Travel Department, NHI Bandung Tourism Polytechnic, Indonesia

*Corresponding Author: Anda Prasetyo Ery

Email: anda.prasetyo.ery@gmail.com



Article Info

Article history:

Received 17 October 2023

Received in revised form 18 November 2023

Accepted 22 November 2023

Keywords:

Tourists' Experiences

Homestay

Tourism Destinations

Abstract

The aims of the research to analysis of japanese tourists' experiences in homestay services at popular marine tourism destinations. This research used a qualitative research method. The results of the research showed that the service strategy provided must be in accordance with Japanese culture, which always respects time, avoids confrontation, does not ask Japanese tourists personal questions, and does not throw rubbish anywhere. Japanese tourists' sentiments towards Homestay services in popular marine tourism destinations in South Sulawesi Province are based on service, cleanliness, facilities, breakfast and location. Japanese tourist sentiment is positive regarding the services they receive

Introduction

Based on tourist trends that have been carried out, the Ministry of Tourism is aiming at home sharing accommodation options, a phenomenon that occurs in current developments, in several villages that have well-known tourist attractions, establishing homestays that are separate from residents' homes, and the perceptions/views of several city residents regarding Homestays are still considered to be less clean, comfortable and lacking in supporting facilities.

In research by (Balasingam & Bojei, 2019) homestay is described as another form of accommodation that involves tourists staying with selected families where they can connect and carry out activities that the family carries out on a daily basis. The aim of this research will focus on city residents' perceptions of learning and their knowledge.

Homestays are different from guest houses. Homestays, a type of accommodation that is popular in urban and rural areas in Indonesia, use private residences as a place for tourists to stay (Petaković et al., 2020). Generally homestays provide room service along with food and drinks. One of the advantages of a homestay is that tourists can get the opportunity to get to know the owner's family. They can also learn more about the surrounding nature and culture, especially if the homeowner has a lot of knowledge about it. In connection with one of the meanings of perception, namely the process of recognizing or identifying something using the five senses, and the perception of a person or group can be very different from the perception of another person or group, even though the situation is the same.

Because differences in perception can be traced to individual differences, differences in personality, differences in attitudes or differences in motivation. And basically the process of forming this perception occurs within a person, but perception is also influenced by experience, learning processes and knowledge, so based on the theories regarding perception that have been successfully explored, in this research it is considered that the theory of perception from Liu et al. (2021) is the most suitable with The aim of the research is that before assessing perceptions

about a homestay, respondents must have seen or even stayed at a homestay (Observer: interpretation of what they see), already have an action/experience (motive and automatically the respondent already has an interest in the homestay (Interest).

Several collaborations between South Sulawesi Province and Japan include agriculture, plantations, creative economy development and human resource development (Akmul, 2023). Seeing the opportunities that exist from this tourism collaboration with Japan, Indonesia has an interest in utilizing unlimited natural wealth in the form of tourism, especially several marine tourism destinations which are currently being intensively promoted as leading tourist attractions in South Sulawesi, namely in Bulukumba Regency, Selayar Regency and Makassar city.

Apart from that, Indonesia's interests are also to increase the number of foreign tourists coming from Japan to Indonesia. Meanwhile, Japan, which is a country that has capital and a service sector that is superior to Indonesia, has an interest in the coming years that the number of Indonesian tourists will increase along with the implementation of this agreement. As well as providing a breath of fresh air for Japanese cruise ship tourists by providing new tourist destinations which will be combined with several tourist destinations in Indonesian territory 9 (Rossato & Nocella, 2022).

Tourists from Japan who visit Indonesia will certainly continue to have higher levels of visits based on cooperation, so it is clear that demand will increase. If cooperation in the tourism sector between Indonesia and Japan continues to be increased, it will have an impact on increasing tourist visits which will then impact demand for services and services. Japanese tourists generally place more emphasis on aspects of value and quality, becoming more open and enthusiastic about interacting with the wider community/world.

The travel needs of Japanese people are becoming more complex, oriented towards value for money, time and experience. Meanwhile, the psychographic tendency is that Japanese tourists travel in groups, are disciplined and organized but tend to be closed, like shopping, nightlife and women, like accommodation, both hotels and homestays with luxurious services, need a guide who speaks Japanese and most recently like photography. Foreign tourists should be a greater priority in the strategies implemented to improve the quality of tourism services, considering the positive impact resulting from the presence of foreign tourists visiting domestic tourism areas.

The presence of foreign tourists is also an indicator of success for a region in managing its tourism potential to make it better, in this case improving the quality of tourism related to tourism supporting aspects so that it becomes an attraction for local and foreign tourists (Ushakov et al., 2020). South Sulawesi is expected to be able to maximize its potential to advance the existing tourism sector, this is related to the tourism sector which is one of the supporters of the community's economic growth.

Methods

To solve the problem in this research, the author used a qualitative research method, based on the cognitive-affective-conative model, analyzing the results of interviews and online reviews left by Japanese tourists visiting four popular marine tourism destinations in South Sulawesi Province.

In this study, the research subjects were Japanese tourists. Meanwhile, the research objects include popular marine tourism areas in South Sulawesi Province. Meanwhile, the sample for this study took convenience sampling, where the samples taken were taken from Japanese tourists who had visited popular marine tourism destinations and received homestay services.

This is intended so that the results of this research will determine the perceptions of Japanese tourists' experiences with services. Apart from that, so that later it can be used as knowledge for the tourism industry, so that they can find out how to improve management or services at homestays, especially in marine tourism areas.

Data collection techniques are carried out through observation, interviews, questionnaires and documentation of a combination of the four. In qualitative research, data collection is carried out in natural conditions, primary data sources and further data collection techniques such as participant observation and in-depth interviews. The qualitative data analysis technique used in this research is by analyzing the cognitive-affective-conative model, analyzing the results of interviews and online site reviews (Google and TripAdvisor) left by Japanese tourists visiting popular marine tourism destinations in South Sulawesi Province

Results and Discussion

What service aspects are important in the experience of Japanese tourists in South Sulawesi Province

As someone who works in the service sector, in this case tourism, tourism operators must be able to serve tourists in a friendly manner. Because a tourist is a guest. And the guest is the king (Stylos et al., 2021). Greet them with a smile. Use polite language. Also listen to their complaints. Help them overcome the obstacles they encounter while traveling. If all this is done well, there will definitely be tourists who will feel at home and plan to return. As Satoshi said, a Japanese tourist who misses Sulawesi

South to Indonesia because of the friendliness of the Indonesian people. The service provided is always accompanied by a smile. Based on the results of research conducted through interviews with Japanese tourists who visited South Sulawesi, they felt quite happy visiting South Sulawesi. The Japanese tourists interviewed felt that traveling to South Sulawesi was a good choice.

Simple and comfortable. There is no TV so you can enjoy the peaceful world of Selayar. The staff and owners are very friendly and helpful, it's like having a new family. Lovely food for breakfast, lunch and dinner. Great trip to the island on a fishing boat - even lunch provided. Snorkeling and swimming in the clear blue waters) (Satoshi's review on Tripadvisor, August 23, 2023).

Beautiful resort with beautiful views right on the beach. My bungalow had a great sea view, a big terrace, a simple but okay bathroom. Staff member Abi looked after me really well, nothing was too much trouble, she organized a trip to Pantai Pinang for me, well worth the visit.

Stayed at Selayar Dive Center this season, it excels, prime location, one of the resorts on the island. Beautiful white beach, clear blue water and forest in the background. The bungalows are spacious and very clean with private bathrooms. There is a balcony to hang a hammock, very beautiful. Diving, quite good, but we were sad about the coral reef, it didn't look healthy. Previously fishing was done with explosives so the coral could not recover. It's sad to hear bombs exploding every day on most dive trips. Even though the walls are very beautiful with lots of hard and soft coral, in some dive spots there are lots of fish such as shooter fish, jackfish, rays, snappers, turtles, sea snakes.

Adequate service is an important key to maintaining the continuity of a business. Good service will attract customers. In marketing theory, it is known as 8:2, which means that 80% of sales results, 20% are received from customers. Maintaining customer trust is very important. in the

world of tourism where a friendly, pleasant and sincere attitude is an important element in serving guests.

If guests want to return to South Sulawesi to enjoy the services offered, tourism operators must maintain a friendly attitude. Customers are like kings. Opportunity only comes once, so don't waste it. "Ichigo Ichi". meaning "once in a lifetime". For this reason, total, wholehearted, sincere and friendly service is always provided to consumers.

In Japan it is known as "omotenashi". This is the importance of the omotenashi spirit in every service so that guests feel happy, satisfied and ultimately impressed with their holiday. This positive impression has a positive impact on the hospitality industry. Tourists will make repeat visits and are more likely to give praise to friends, relatives or other people via social media who are more influential. Positive reviews from guests will have a big impact on the hotel. Prospective guests will see reviews from guests who have stayed. If guests give positive reviews, this does not necessarily mean that the hotel's image will improve and attract potential guests to stay.

In general, Japanese food contains less fat and tastes blander (assari) than Indonesian food. Many Japanese tourists don't really like spicy and fatty Indonesian food (Sefrienda et al., 2022). Two respondents even admitted that what they dislike most about South Sulawesi is that the food is inconsistent and causes stomach aches. So when serving food to Japanese tourists, adapt the dishes to their preferences. If there are foods that often taste better if they are spicy, they include chili sauce but in a separate dish.

So Japanese tourists can measure their own chili sauce to use. Even when serving drinks, serve sugar in a separate container. Because in general the drinks commonly served in Indonesia, such as ice cream and tea, are too sweet for Japanese people. Additionally, note a few things. These dishes are considered strange and often inedible by Japanese tourists like chicken heads, claws and internal organs. Especially fruit, in large quantities. Many Japanese tourists object to durian because its smell is considered very unpleasant. So be careful when serving durian fruit unless Japanese tourists ask.

Another activity that Japanese tourists can do at marine tourism destinations in Bulukumba Regency is to visit Bulukumba zero kilometer. Japanese tourists think that the development of social media now makes them want to improve the quality of their social media accounts by posting good and interesting photos.

"Personally, I prefer to spend time enjoying the sea and sunset while enjoying the gentle breeze, this location is very suitable for all of these things. "That's why I chose to travel to Bulukumba, especially its marine tourism destinations."

Based on the interview above, it is known that the aspect that Japanese tourists consider in choosing a destination is the tourist's preferences (Alemán et al., 2021). Kamamura prefers to enjoy views from above and see the sea at large, which is why he prefers zero point Bulukumba as the marine tourism destination he visits.

Sentiment of Japanese tourists towards Homestay services in popular marine tourism destinations in South Sulawesi Province

Several studies regarding the analysis of tourist sentiment towards products and services in the tourism sector focus on evaluating the performance of algorithms in classifying sentiment into negative and positive categories, active on text databases obtained on the Tripadvisor website and the Twitter social network. Show that Tripadvisor site users are representatives of tourists who have had travel experience and then assess their individual and collective experiences

(with friends, partners and family) when consuming products and services at a destination, hotel or restaurant.

On the other hand, argue that tourists who receive the best service tend to give positive reviews about their stay experience and throughout South Sulawesi, tourist dissatisfaction with hotel guest service has an impact on negative reviews. Meanwhile Abbas et al (2019). applying data mining methods through the Support Vector Machine (SVM) algorithm to predict the level of tourist satisfaction in a tourist destination. This shows that sentiment analysis research is not limited to describing the amount of data that has been classified based on positive and negative sentiment, but rather a description that emphasizes management aspects based on the nature of the company. Therefore, the discussion can be carried out holistically by balancing analysis based on business context and the steps of the sentiment analysis process.

It is very important to carry out research that analyzes tourists' perceptions of the quality of hotel services in South Sulawesi. By analyzing tourist sentiment, hoteliers and homestay businesses can find out what customers consider important, thereby increasing tourist satisfaction and loyalty. Furthermore, by knowing the weaknesses and strengths of hotel services, hoteliers can overcome deficiencies and improve the quality of services provided.

"With so many people looking to vacation this summer, planning and booking early is critical to getting the accommodations, flights and experiences they want. With many consumers becoming cost-conscious in the current climate, a little flexibility during the planning process can help lower their travel prices. For example, when we looked at the top international destinations over the next three months, hotel prices in Paris were the lowest during the week of June 19-25, while August 28 - September 3 were the most affordable weeks to visit London."

Traveler Sentiment Survey Data Of those surveyed, two-thirds (78%) of respondents plan to travel for holidays in the coming season United States: 82%, United Kingdom: 81%, Australageialia: 66%, Japan: 65% and Singapore: 84% . More than half of those surveyed (55%) will spend more money on travel in the next few months compared to the same period last year, while around a third (37%) expect to spend the same amount. Only 7% plan to spend less, despite the challenging economic outlook for many markets.

Indeed, only 2 in 5 travelers surveyed (41%) said that macroeconomic factors would change the way they travel in the next three months, with two-thirds of them (65%) citing higher costs of living, due to inflation, as the reason. . Around two-fifths (41%) will travel for shorter periods, while a third (31%) will make fewer trips.

More than half of respondents (56%) have booked or plan to book travel activities in advance of their upcoming trip, highlighting a trend for more experiential elements of travel. Around three-quarters of these will book activities before their trip begins, with a fifth (20%) booking four weeks or more before their trip. Gen Z and Millennial travelers are more likely to book in advance for experiences and activities than older age groups (average 68% vs 41%).

The results of hotel review sentiment analysis will identify positive and negative aspects of the user experience based on the analyzed reviews. The discussion will include general conclusions about the aspects most frequently mentioned positively or negatively, emotional patterns that emerge in the reviews, and an overview of the user experience at the analyzed hotel. To obtain specific results and discussions regarding sentiment analysis in hotel reviews, it is necessary to carry out special research using relevant review data and applying sentiment analysis methods.

Ease of accessing information, conveying opinions and expressing feelings related to things experienced through media such as social media, websites, digital applications or reviews on

e-commerce and other online platforms is an activity that naturally occurs or can be said to be a form of activity that has become a trend nowadays. To group reviews on TripAdvisor, it is deemed appropriate to use sentiment analysis. Sentiment analysis is often interpreted as mining opinions. Sentiment analysis can be carried out automatically, which is one of the various advantages of sentiment analysis, another advantage is that it can save time and energy.

Tripadvisor was originally a B2B (business-to-business) site which aimed to bring together producers and consumers. Over time, the site was used by the traveler community to share their experiences, and this is where Tripadvisor turned to reviewers. Apart from that, there is review content about hotels that can be found on the Tripadvisor site in the form of photos, prices and descriptions of hotel facilities uploaded by the official Tripadvisor site or uploaded directly by the person reviewing.

Japanese tourists' perceptions of popular marine tourism destinations in South Sulawesi Province

To provide good service to tourists, tour guides are provided by the company to be better prepared. Tour guide support facilities to provide maximum service to tourists, check accessories to prevent other things from happening during the visit or tourists' documents being lost, spare car is ready, if an error occurs when the vehicle is used for traveling, tourists' time is not wasted waiting for repairs. Moreover, the tour guide commission often arrives late and the operations department takes a long time to respond when problems arise during the trip which are the tour guide's complaints.

Table 1 Strategic Assessment of Japanese Tourists' Perceptions of Popular Marine Tourism Destinations in South Sulawesi

Objects of Perception	SS		S		N		TS		STS		Total Score	Perception of tourists
	JO	S	JO	S	JO	S	JO	S	JO	S		
Beach conditions are good	10	50	4	16	6	18	-	-	-	-	84/20=4,2	agree
Clean beach	9	45	5	20	3	12	2	4	1	1	82/20=4,1	agree
Good room service	8	40	5	20	3	9	2	4	2	2	75/20=3,7	Neutral
Adequate facilities	9	45	5	20	6	12	-	-	-	-	77/20=3,8	agree
Sea fishing	10	50	7	28	3	9	-	-	-	-	87/20=4,3	Strongly agree
Room cleanliness	5	25	4	16	3	9	4	8	4	4	62/20=3,1	Neutral
Service friendliness	6	30	8	32	4	12	2	4	-	-	78/20=3,9	Agree
Tourist attraction	9	45	6	24	5	15	-	-	-	-	84/20=4,2	Agree
Accessibility to destination	12	60	4	16	3	9	1	2	-	-	87/20=4,3	Strongly agree
Variety of marine activities	14	70	4	16	2	6	-	-	-	-	92/20=4,6	Strongly agree
Maritime culture	14	70	5	20	1	3	-	-	-	-	93/20=4,6	Strongly agree
Maritime culinary	13	65	3	12	4	12	-	-	-	-	89/20=4,4	Strongly agree
There are many choices of marine tourism destinations	14	70	6	24	-	-	-	-	-	-	94/20=4,7	Strongly agree
Can enjoy the sunset/sunrise	11	55	4	16	3	9	2	4	-	-	84/20=4,2	Agree
Suitable for snorkeling and diving	15	75	4	16	1	3	-	-	-	-	94/20=4,7	Strongly agree
Marine biota is still preserved	15	75	3	12	2	6	-	-	-	-	93/20=4,6	Strongly agree
Sufficient accommodation facilities	8	40	7	28	5	15	-	-	-	-	83/20=4,1	Agree
Beautiful white sand	14	70	6	24	-	-	-	-	-	-	94/20=4,7	Strongly agree

Based on Table 1, it can be seen that Japanese tourists' perceptions of good beach conditions show a very agreeable attitude. 50% of Japanese tourists strongly agree and 16% agree with this. According to tourists, the condition of the beaches in South Sulawesi, especially in Makassar, Selayar and Bulukumba, is still considered very good. This can happen considering that these three locations are still very natural, there are still many trees that can be used for shade as well as natural attractions that are very attractive.

Marine tourism destinations in South Sulawesi as tourist attractions are very suitable in terms of tourist attractions because the beach conditions are good. On the other hand, there were no tourists who expressed disapproving perceptions. As many as 18% of tourists expressed a neutral attitude. This is suspected to be due to its beach location which sometimes has to be reached on foot. 2) Japanese tourists' perception of clean beaches.

Based on Table 1, it can be seen that tourists' perceptions of clean beaches show an agreeable attitude. 45% of tourists strongly agree that marine tourism is very clean and 20% agree with this. On the other hand, there were tourists who expressed a neutral perception of 12% and respondents who expressed a perception of disagreeing were 4%, respondents who expressed a perception of disagreeing and 1% stated that they strongly disagreed with this.

This is natural because in the author's several observations, the author felt the same way. Sometimes the beach is so clean that not a single piece of rubbish remains, other times, there is so much rubbish, strewn everywhere. Mostly packs of rice and glasses of mineral water. Based on interviews with residents, residents said that the rubbish was present when a group of tourists left the place, whereas the clean conditions were created because of the community.

Based on Table 1, it is known that the average number of respondents said they were neutral towards room service at homestays. 40% of respondents said they strongly agreed, 20% said they agreed, 9% said they were neutral, 4% said they disagreed and 2% said they strongly disagree.

Another observation of the service at several homestays shows that the hosts serve their guests well, although there are some improvements to the quality of service that still need to be made. As for facilities, the host provides sufficient facilities for guests. Several home amenities such as televisions, cupboards, and chairs are available in most homes. From these observations, it can be concluded that the majority of homestays in Bulukumba Regency have good service.

Comfort is needed by tourists who stay at a homestay and take advantage of the facilities provided by the homestay. To measure the comfort of a homestay, three indicators are used, namely service comfort, facility comfort and cultural comfort. For comfort in culture, it is very closely related to the interpersonal relationship between guests and hosts, where cultural comfort is determined by the interaction between guests and hosts so that people's behavior or habits are very closely related to the culture of comfort.

Based on Table 1, it can be seen that tourists' perceptions of adequate facilities show an agreeable attitude. 45% of tourists strongly agree that the facilities at tourist destinations are adequate and 20% agree with this. On the other hand, there are tourists who express a neutral perception of 12% regarding this matter.

Observation results show that the food served is in good condition because the host makes or processes the food from the preparation of ingredients and processing to the serving of food and drinks in accordance with the concept of hygiene and sanitation. Similar to these findings, the results of security observations show that comfort has been used well.

Environmental safety to review South Sulawesi. Observation findings show that people in South Sulawesi, especially in tourist destination areas, are very concerned. The people in the village will always be aware of environmental safety. environmental security as evidenced by the very minimal complaints directed at security community leaders. Based on the analysis above, it can be concluded that security in Bulukumba, especially residents' houses, can be used as homestays or places to stay for tourists staying in Bulukumba Regency.

Based on Table 1, it can be seen that tourists' perceptions of marine tourism at tourist attractions show a very agreeable attitude. 50% of tourists strongly agree that the sea view is beautiful and 28% agree with this. On the other hand, there are tourists who express a neutral perception of 9% regarding this matter.

South Sulawesi has beautiful marine views, one of which can be seen in Selayar Regency, namely the Takabonerate marine park. Taka Bonerate is a coral reef area spread across an atoll of 220,000 Ha, being the largest atoll area in Southeast Asia and the third largest in the world after Kwajifain Atoll in the Marshall Islands and Suvadiva Atoll in the Maldives. This area is located to the south of the island of Sulawesi in the Flores Sea, geographically located at 120°55' - 121°25' East Longitude and 6°20' - 7°10' South Latitude.

Bonerate is a sunken mountain with coral reefs growing around it to form a circle consisting of 21 islands. The islands located at the edge border the very deep sea, while those in the middle emerge from a depth of around 20 - 40 meters. Most of the coral reefs are patch reefs (barbars) that emerge to the surface at low tide. The Taka Bonerate archipelago consists of 21 islands but there are only 7 islands that are permanently inhabited, namely P. Rajuni Besar, P. Rajuni Kecil, P. Tarupa Kecil, P. Latondu, P. Jinatu, P. Pasitalu Tengah, and P. Pasitalu Timur. The people living on the islands are the Bajo, Bugis and several other ethnic groups such as Buton, Selayar and Flores.

Apart from Selayar Regency, the islands in the Spermonde archipelago such as Kodingareng Keke, Lanjukang, Sangkarang and Kapoposang all have their own characteristics. These characteristics include the richness of the underwater ecosystem, the beauty of the island's coastline and the activities that can be done there. Beach tourism is one type of high-class tourism for tourists visiting South Sulawesi. Tourist destinations in South Sulawesi have been recognized internationally by examining the richness of coastal and marine ecosystems and biota accompanied by well-conceptualized and integrated management.

Based on Table 1, it can be seen that tourists' perceptions of room cleanliness show a neutral attitude. 25% of tourists strongly agree that the rooms occupied in homestays can be said to be quite clean and 16% agree with this. On the other hand, there were tourists who expressed a neutral perception of 9% and respondents who expressed a perception of disagreeing were 8%, respondents who expressed a perception of disagreeing and 4% stated that they strongly disagreed with this.

Based on Table 1, it can be seen that tourists' perceptions of the friendliness of fishermen show an attitude of agreement. 32% of tourists agree that the friendliness of the service they receive is good and 30% strongly agree with this. On the other hand, there are tourists who express a neutral perception of 12% and respondents who express a disapproving perception of 4%.

Services in Indonesia, like services in Japan, prioritize service to guests or visitors because the quality of hotel staff influences the assessment of hotel guests and visitors. As for the rules set for employees or hotel employees who break the rules and do not provide the best service, the risk for the hotel is very high, even for agents or employees, servers can be immediately reprimanded or even fired.

Friendliness in service delivery can exist in any country, but in Japan it is very different. In Western countries such as the United States or European countries, hospitality is often extended to guests and visitors tipping staff or waiters. In Japan, it is different, in Japanese culture there are no tips, service is paid according to price. Nevertheless, hospitality is still provided to guests or visitors who use the Services.

It has been explained in the previous point that the services provided to guests or visitors are always provided optimally according to the needs of hotel guests and visitors. Hospitality is shown from the heart, without seeking or expecting advice from guests or those visiting the hotel. This proves that in Japan, hospitality is a cultural trait and comes from the heart. This is not something created for professional advice or reasons. All Japanese people always try to help guests and visitors who need help as much as possible.

The application of Omotenashi in hotels is very useful in the role of customer service because customers will be more comfortable, safe and satisfied when receiving hotel services and will even be helped a lot without having to spend extra money on hotel staff or services. will stay. For the Indonesian nation, hopefully the hotel layout can develop even better than before, especially in terms of hospitality or in Japan it is called (Omotenashi) and also in terms of culture, hopefully the Indonesian nation can become even better.

Conclusion

In terms of service aspects, what is important for Japanese tourists in South Sulawesi Province is that the service strategy provided must be in accordance with Japanese culture, which always respects time, avoids confrontation, does not ask Japanese tourists personal questions, and does not throw rubbish anywhere. Japanese people like cleanliness, maintain politeness in communicating between young and old, provide fast service, provide correct information, provide appropriate prices, and provide friendly service. The most important thing is that the tour guide who accompanies Japanese tourists can speak Japanese so that it is easier to communicate because many Japanese tourists cannot speak English, use signboards, do not expect tips and adjust the food they serve because Japanese tourists do not like food that is too spicy sweet and spicy. Japanese tourists' sentiments towards Homestay services in popular marine tourism destinations in South Sulawesi Province are based on service, cleanliness, facilities, breakfast and location. Japanese tourist sentiment is positive regarding the services they receive. On average, tourists say that homestay management is very friendly and kind, but in terms of cleanliness, they get negative reviews because many of the rooms that tourists stay in seem dirty. Japanese tourists' perceptions of popular marine tourism destinations in South Sulawesi Province. Judging from the distribution of respondents' answers, Japanese tourists predominantly answered agreeing with marine tourism destinations in South Sulawesi. South Sulawesi has 3 superior locations for marine tourism destinations, including Makassar City, Bulukumba Regency and Selayar Regency.

References

- Abbas, A. K., Al-haideri, N. A., & Bashikh, A. A. (2019). Implementing artificial neural networks and support vector machines to predict lost circulation. *Egyptian Journal of Petroleum*, 28(4), 339-347.
- Akmul, A. (2023). Collaborative Governance in the Development of Silk Commodities in South Sulawesi. *KnE Social Sciences*, 57-69.
- Alemán Carreón, E. C., Mendoza España, H. A., Nonaka, H., & Hiraoka, T. (2021). Differences in Chinese and Western tourists faced with Japanese hospitality: a natural language processing approach. *Information Technology & Tourism*, 23, 381-438.
- Balasingam, A. S., & Bojei, J. (2019). Homestay owners' perspective of economic sustainability of the registered Malaysian homestay. *Pertanika J. Soc. Sci. Hum*, 27, 1367-1390.

- Liu, S., Lithopoulos, A., Zhang, C. Q., Garcia-Barrera, M. A., & Rhodes, R. E. (2021). Personality and perceived stress during COVID-19 pandemic: Testing the mediating role of perceived threat and efficacy. *Personality and Individual differences, 168*, 110351.
- Petaković, E., Hrgović, A. M. V., & Milohnić, I. (2022). Comparative Analysis Of The Service Quality In Homestay Accommodation. In *Faculty of Tourism and Hospitality Management in Opatija. Biennial International Congress. Tourism & Hospitality Industry* (pp. 245-262). University of Rijeka, Faculty of Tourism & Hospitality Management.
- Rossato, L., & Nocella, J. J. (2022). Risk and Safety on Cruise Ships: Communicative Strategies for COVID-19. In *Language as a Social Determinant of Health: Translating and Interpreting the COVID-19 Pandemic* (pp. 237-264). Cham: Springer International Publishing.
- Sefrienda, A. R., Kumayanjati, B., Setyono, D. E. D., Herdian, H., & Novianty, H. (2022, December). Effects of physical treatments on size particle and nutritional properties of bone powder from *Pangasius* sp. In *IOP Conference Series: Earth and Environmental Science* (Vol. 1119, No. 1, p. 012037). IOP Publishing.
- Stylos, N., Zwiendelaar, J., & Buhalis, D. (2021). Big data empowered agility for dynamic, volatile, and time-sensitive service industries: the case of tourism sector. *International Journal of Contemporary Hospitality Management, 33*(3), 1015-1036.
- Ushakov, D., Elena, R. O. B. U., Blagorazumnaia, O., & Kabaha, S. (2020). Transnationalized tourism: hyper-advantages from global competitiveness. *Journal of Environmental Management and Tourism, 11*(6), 1316-1327.