

# DSOTT

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# BOOK OF ABSTRACTS



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## **OC - (8) - JAPANESE INCOME TOURISM. THE PORTUGUESE LUXURY HOSPITALITY MANAGEMENT STRATEGY (BEFORE AND AFTER COVID-19)**

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### **Proposal and Originality**

This study examines the strategy of luxury hotels operating in Portugal, identifying the factors behind the differences between Japanese and Chinese customers' satisfaction with hotel attributes. Expectations of hotel hospitality are influenced by personal 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.

### **Methodology**

A mixed methods four-steps approach is used: literature review; "booking.com" content analysis of 1.354 Chinese and Japanese hotel guests' comments and interviews to five top hospitality managers/expert (Qualitative: Grounded Theory, NVivo); survey of 187 managers (Quantitative:SEM).

### **Results and Implications**

This 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 the Portuguese luxury hotel strategy to conquest and meet the expectations of Japanese tourists.

### **Research Limitations**

The main limitation is the number of do-not-know answers by hotel managers, which reduced the survey sample size and the statistical model validity.

### **References Version APA 6th or 7th Edition**

Soifer, I., Choi, E. K., & Lee, E. (2021). Do Hotel Attributes and Amenities Affect Online User Ratings Differently across Hotel Star Ratings? *Journal of Quality Assurance in Hospitality and Tourism*, 22(5), 539–560.

Sukhu, A., Choi, H., Bujisic, M., & Bilgihan, A. (2019). Satisfaction and positive emotions: A comparison of the influence of hotel guests' beliefs and attitudes on their satisfaction and emotions. *International Journal of Hospitality Management*, 77(July 2018), 51–63.