



# Heritage Tourism Project 2017



**Locality & choice of  
food services in  
Kyoto, Japan**

**Hanoi University**

## TABLE OF CONTENTS

|   |           |
|---|-----------|
| <b>ABSTRACT .....</b>   | <b>2</b>  |
| <b>PART 1 – LITERATURE REVIEW.....</b>  | <b>3</b>  |
| <b>I. Authenticity and locality and categories in food culture .....</b>                  | <b>3</b>  |
| <b>II. Role of local community in restaurant business .....</b>                           | <b>4</b>  |
| <b>1. <i>Involvement in Food and Ingredient Supplies.....</i></b>                         | <b>4</b>  |
| <b>2. <i>Involvement in Labor Supplies.....</i></b>                                       | <b>5</b>  |
| <b>3. <i>Authenticity and Locality Factor in Customer's Choice of Restaurant.....</i></b> | <b>5</b>  |
| <b>PART 2 – RESEARCH METHODOLOGY .....</b>  | <b>7</b>  |
| <b>1. Population and sample.....</b>  | <b>7</b>  |
| <b>2. Questionnaire design.....</b>   | <b>7</b>  |
| <b>3. Sample size.....</b>  | <b>7</b>  |
| <b>4. Data collection .....</b>   | <b>8</b>  |
| <b>5. Data processing .....</b>   | <b>8</b>  |
| <b>PART 3 – RESEARCH FINDINGS .....</b>   | <b>9</b>  |
| <b>I. Literature review .....</b>   | <b>9</b>  |
| <b>1. Overview about Japan Cuisine .....</b>  | <b>9</b>  |
| <b>2. Role of local community in restaurant business.....</b>                             | <b>11</b> |
| <b>a. <i>Involvement in Food and Ingredient Supplies.....</i></b>                         | <b>11</b> |
| <b>b. <i>Involvement in Labor Supplies.....</i></b>                                       | <b>11</b> |
| <b>c. <i>Authenticity and Locality Factor in Customer's Choice of Restaurant.....</i></b> | <b>12</b> |
| <b>II. Primary research results and findings .....</b>                                    | <b>14</b> |
| <b>1. Descriptive results and findings.....</b>   | <b>14</b> |
| <b>2. Other Findings.....</b>   | <b>21</b> |
| <b>III. Discussion of findings .....</b>  | <b>23</b> |
| <b>IV. Implications .....</b>   | <b>24</b> |
| <b>PART 4. PROJECT EVALUATION AND LIMITATIONS .....</b>                                   | <b>26</b> |
| <b>APPENDIX .....</b>   | <b>27</b> |
| <b>REFERENCE .....</b>  | <b>31</b> |

## **ABSTRACT**

*Considered as one of the most crucial elements in heritage tourism, food nowadays is not only about the basic need of people's life but also an attractive tool to maintain and promote the authenticity of national culture to other friend countries. As time flies and many things evolve, it is evitable that there are several controversial ideas towards the level of locality and authenticity in restaurant management as well as in awareness of tourists. Various number of restaurants claim that they provide truly authentic experience for tourists. However, the perceptions of their customers vary from positive opinions to negative ones based on several criteria: ingredients, decorations, range of products, locality of staffs, etc. Thus, the purpose of this project is to explore the role of authenticity and locality in restaurant management by researching some statistical data obtained. Furthermore, this paper also provides some recommendations which come from researchers' points of view. Hopefully will this paper be useful for some authorities who are looking for better quality in providing authenticity and locality to their customers.*

## **PART 1. LITERATURE REVIEW**

### **I.     Authenticity and locality and categories in food culture**

Travelling is now one of the trendiest activities all over the world, every traveler looks for knowledge and experiences. They want to find out the culture, people or life of each destination and food is not an exception. Food culture is the thing expressing the highlight of local culture, from experiencing the local food or cooking styles, visitors can learn about the history and lifestyle of local residents. It is therefore essential to define and promote the local dimension of food even where this is subsequently globalized.

As stated above, food culture is an essential aspect in tourism development, thus, locality and authenticity are key elements to shape the destination culture. The concept of authority in food experiences is often link to notions of the locality and novelty (OECD, 2012). For the tourism destinations, this link is really important, because it is supposed that the certain food can be only experienced the best at specific places. Thus, Authenticity not only creates the satisfaction but the motivation as well. Moreover, for tourist objects, authenticity should be interactive and subjected-involved instead of on-way. Food culture expresses negotiated authenticity, learned authenticity, replicable authenticity and customized authenticity. These things linked with food culture authenticity of constructivism that will affect the perceived results of authenticity. The reason is that food culture at the destination can change the taste to suite customer's taste, it is also called trans local production of food focusing on the customer's perception of authenticity. Moreover, food culture is not static, the improvement need to be made appropriately based on local market demand; generally, food culture is an ongoing continuous construction. Beside authenticity, locality is one of the crucial elements affecting restaurants in running businesses. In the context of humanistic geography, place is defined as a "perceived value center", and the carrier of cultural and social significance. Locality plays the key role in distinguishing one place to another, "when one place establishes functional contact with the outside world, the internal condition it has, which is not possessed by other places, is locality". Therefore, the meaning of the place created by people is locality and it is the discovery of uniqueness of local culture. Keeping authenticity and locality in running restaurant businesses is necessary in sustainable

food culture at the destination. In addition, food culture is precipitated and accumulated from local culture, its cultural heritage is more perceivable and recognizable than other non-material culture. Therefore, it is important to keep the excellent folk culture and developing sustainability of food culture is essential to improve and promote the local as well as national economy. Understanding this situation, restaurant owners should keep the authenticity and locality and start from traditional food culture to shape their own value. As a result, restaurant owners should look for the appropriate supply chain both ingredients and labor supplies. (Mitchell D, 1995)

## **II. Role of local community in restaurant business**

### **1. Involvement in Food and Ingredient Supplies**

A supply chain methodology which covers the linkages between relevant supply chain factors. The direct and indirect relationships between producers and consumers are central to the supply chains of locally produced food(Ari, 2010). According to the result from Ari's study (2010), food supply chains consider as a combination of environmental, social and economic sectors. The main phases of the supply chain of locally produced food are production, refining, transport, retail and consumption. The production phase consists of all agricultural processes and farm activities conducted by the producers.

Because food and beverage plays an indispensable part in tourism, it makes large profit each year especially the local factors are considered as important dimension to attract tourists and investment from restaurant business. A restaurant also is a buffer between the consumer and food they consume. It is responsible for where the food comes from and how it is prepared, when a restaurant set the criteria such as locality, authenticity, they tend to import local food supply chain to match their objectives. They also enhance the authenticity, traditional culture of region where they located to customers to make differences from their competitors. Therefore, the restaurants would like to create the harmony between their company's culture with local authentic that support their success in restaurant business. According to Pirog and Genjamine (2003), food production locality has been defined by “food miles.” The importance of food miles, “the distance food travels from where it is grown to where it is ultimately purchased or consumed by the end user”. With food and fuel costs increasing significantly, restaurants and other food service supply chain participants are looking for opportunities to increase their profitability. If there is a strong demand for restaurant menu items prepared from locally

produced ingredients and the local producers of these ingredients can provide a consistent supply of fresh products at reasonable prices (Thilmany, 2004), a coordinated effort to promote locally grown products can boost profitability of all supply chain partners involved in producing these meals.

## **2. Involvement in Labor Supplies**

A key characteristic of local supply chain is that meet the employment demand for restaurants. According to a research about the supply chain approaches, Terry and his colleagues (Oct,2010) mentioned that local workers help to connect the local culture with food consumers. They are not only make professional service but also translators to transfer information permits restaurant's products and service to be differentiate, enhance the image of their hometown, preserve the authenticity in food. Moreover, customers can gain knowledge, make aware of local value, experience also perceived pictures (Terry, 2010). In another study, Welter (2010) figured out that local community and restaurants have closed relationship. It is clear that restaurants recruits people in variety of positions from dishwashers, cleaners, waiters to managers, etc and they affect to customers of restaurants. In the article 'The importance of local cuisine' (Jan 2017), the author said that being served by local people makes customers, especially foreign tourists feel more "genuine" in terms of service and atmosphere, for example, local chefs have the advantage of knowing the dish well and sometimes have their own recipe to make the food have unique and authentic taste.

## **3. Authenticity and Locality Factor in Customer's Choice of Restaurant**

When choosing restaurant, especially in a tourism destination, people often based on some criteria: price, food quality, service, decoration and atmosphere... However, the locality in restaurant is more and more concerned by customers.

A research about Local Food Preferences of Restaurant Consumers pointed out that there are some main factors affecting customers' choice of restaurant. Local ingredients make up 23%, rank third among 3 options. The others include Meal price (58.5%) and Restaurant type (17.5%). Increasingly consumers are concerned with understanding the food marketing system and knowing where their food has originated. Locality, especially local ingredient is affecting customers' perception. The awareness of the support for local people in the destination is gradually increasing. When using local cuisine, it supports local artisans and businessmen.

Buying local ingredients is buying from local farmers growing their local businesses. Buying local and supporting local businesses improves local economies, which means profit runs directly into local people's pocket (chef Luis,2017).

Moreover, food is always in the best condition with high quality and freshness. The only way to get the freshest ingredients is to be close to the source. Ingredients play an important part in the taste of food, beside cook's skills and experience. The fresher, the better. Therefore, reducing food miles is necessary to restaurants and their customers.

Another important thing is that customers will learn more about seasonal foods. People may wonder why do restaurants need to change their menus once or even twice a year? It's because they're dedicated to providing their diners with the freshest ingredients that changes every season. With new ingredients entering the restaurant, every meal is an exploration of new tastes and smells of the destination. Plus, new ingredients keep chefs engaged, excited, and willing to think about food and cooking in new ways.

Besides, the concept of the restaurant built by the owner is also an important factor. For instance, when coming to Vietnam, eating in small shops located deep inside a small, dark alley is a must. It is the same for food stalls inside small trucks in Korea. Although not being obvious, local staffs indirectly affect customers' experience when dining in a restaurant.

## **PART 2. RESEARCH METHODOLOGY**

### **1. Population and sample**

The aim of our project is to explore the role of authenticity and locality in restaurant management, so that the population of 100 tourists were identified. Subsequently, we selected a qualified sample of 90 tourists travelling to Kyoto to participate in this project.

### **2. Questionnaire design**

This questionnaire is divided into two parts. Firstly, ten questions were established to collect data about their behavior and their real experience toward the authenticity and locality in a specific restaurant that they choose during their trip. Secondly, we designed several questions involved in personal detail about identification of participants. In this section, we request each tourists provide their personal information including nationality, gender, age group and their highest level of education.

The very two first questions are aimed at finding out tourists' travelling behaviors including if this is the first time they come to the destination and how long they will spend here. The next three questions concentrated on the behavior, consideration level of tourists when they choose a place to eat during their trip. To learn the most preferred sources which provide tourists information about where to eat, the two following questions were drawn in the questionnaire. In order to figure out whether the chosen restaurant satisfy tourists or not, the next questions was raised. Moreover, the two up-coming questions pointed out some relevant aspects which directly present the performance of the restaurant in term of level of authenticity. And the last four questions, we required tourists to provide us some information about their demographic factors.

### **3. Sample size**

In fact, the accurate number of tourists in Kyoto are unable to identify. The huge population as well as the limitation of members and a short-lived time to conduct this project, finally it is ideal choice with a sample of 90 participants. This number for sample size seems to be an applicable and feasible. We think the sample size is large enough to ensure a fairly accurate result and represent about population characteristics very well.

The sample questions are presented in Appendix of this project.

#### **4. Data collection**

With a huge advantage to access directly to the real fields, we tried to deliver the hard copies of the questionnaire to the 100 selected respondents. We made efforts in approaching tourists in several destinations, from famous tourism attractions to some sites that we came across.

#### **5. Data processing**

After collecting all the responses from questionnaire, we can comfortably take information for drawing appropriate charts and tables thanks to assistance of several function in SPSS Statistics software. Based on statistic figures calculated and correlation recorded, our group made analysis, comparisons and conclusions which were shown in Descriptive results and findings section.

## PART 3. RESEARCH FINDINGS

### I. LITERATURE REVIEW

#### 1. Overview about Japan cuisine

Cuisine plays a crucial role in the Japanese culture. From preparing raw ingredients to finalize the meal, there are certain techniques and specific traditions that the Japanese still apply today to create distinctive and elegant dishes (Panin 2012).

First of all, the Japanese dishes are various during year as they rely a lot on seasonal ingredients. They will base on the available ingredient to create daily meal. For instance, bamboo shoots are favored in the spring and chestnuts are well seen in the fall; hence, most of the food during these two seasons will focus on bamboo and chestnuts. Not only using ingredient to make food but they also make use of natural elements such as tree branches or leaves to decorate the dishes, transferring the seasonal feeling to the dishes and make it become a wonderful art. One of the main reasons to present the dish nicely is that it is usually believed by Japanese chef that “A person should love what they see before they actually consume it.” (Panin 2012).



Secondly, because Japan is surrounded by water, the major source of protein comes mainly from fish. Meat, oil and dairy are usually inefficient for Japanese to use. Besides fish, the use of soy sauce, miso and umeboshi are common in most Japanese dishes, of which combination create a specific flavor for Japan food. The method of cooking that is typically used are grilled or braised (Panin 2012).

- ❖ Traditional local food
- ❖ Sushi

The two above factors has led to the development of Sushi. It can be easily comprehended that Sushi plays an important keys in Japanese cuisine. Nowadays, it has been international

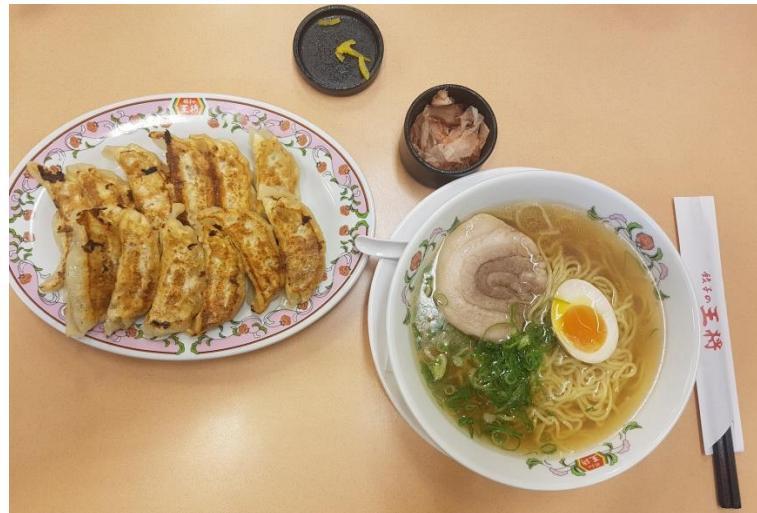
recorded as the symbol of Japanese food. It requires a sushi chef to be trained for ten years before serving Japanese food in the restaurant to make sure each pieces of sushi must be loved and appreciated by both its creator and its customers.

### ⊕ Matcha Green Tea



As some famous dishes, we obviously cannot dismiss green tea, many authentic Japanese restaurants offer green tea or Matcha- powered green tea, is conventionally close with Japanese tea ceremonies, a performance that is said to be highly effected by Zen Buddhist traditions.

### ⊕ Ramen



Ramen- a popular Japanese noodle dish, authentic ramen will consist of freshly made noodles and broths as well as ingredients that are common used in Japan such as miso soup, soy sauce, etc. (Sep 2017)

## Teppanyaki

Other popular Japanese food can also be named is teppanyaki. Teppanyaki is when an iron griddle is used to cook food including a major meat protein, which is commonly accompanied by rice, eggs and finely chopped vegetables.

## Tempura

Tempura refers to a light batter that is made and then poured over a variety of items, mostly vegetables and then fried creating a crisp outer shell while preserving the flavors within.

## Chicken teriyaki

Chicken teriyaki is cuts of chicken that are combined with rice and also include a teriyaki sauce. Most teriyaki sauces are comprised of similar ingredients but each individual chef can add their own additional components to make the sauce unique to their style and cooking.

## **2. Role of local community in restaurant business**

### **a. Involvement in Food and Ingredient Supplies**

Japanese cuisine always considers as one of the most elegant cuisine all over the word, both in culinary, decoration and eating way. Therefore, clients in Japan are highly susceptible to quality problems in their food, demanding hygiene, pure, and attractive products. Japanese prefer to use their local ingredients rather than out of Japan such as rice, fish, raw ingredients to make food; for example sashimi, sushi (Demitria, 2016). Those are reasons why we can see that agriculture plays an important role in success of Japanese cuisine. Rice is by far the most important crop in Japan and planted on the best agricultural land. Other crops grown in Japan include soybeans, wheat, barley, and a large variety of fruit and vegetable. The Japanese promote the locally-grown rice and is enhancing itseft in a center of farming and fine cuisine, thus they use and eat the native Japonica rice or sticky rice. Moreover, rice is used for food aid or make sake – a type of rice spirit that is popular and famous in Japan or produce rice flour, etc (USDA, 2012). The combination of rice and raw fish in sushi or sashimi make Japanese cuisine more unique.

Although Japan plan many basic crops and vegetable; about 85% of the 2.3 million farms in Japan plant rice yearly. Improved varieties of japonica rice are grown in almost all prefectures in the country. The most widely planted variety is Koshihikari. The average rice field acreage of a Japanese farmer is very small and rice production is highly mechanized. However they still import other ingredients, and a haft of the meat products consumed in this country is ingressed (Kazuaki, 2018)

### **b. Involvement in Food and Ingredient Supplies**

Because of high requirement for service along with sensitive customers, Japanese restaurants both convenience stores and fast food prefer hiring hardworking housewives who are curios in cleanliess, work hard and hospitable (Sep 2017). The Japanese culture is well-known fot its

cleanliness and respecting every client that get into their restaurants, moreover, in the kitchen to attire, the chefs are really polished. Both employees and cooks will welcome tourists with acknowledgement by smiling or making eye contact. (Sep 2017)

In another aspect, the foreign labor resources is common in Japanese restaurant because of labor shortage. Generally, over a million immigrant are from China and Vietnam. According to an article about Torikizoku's part-time employees, the vietnamese made up nearly 30 percent. Although large number of foreign workers, they still make customers satisfied by their attitude and Japanese serving methods.

### **c. Authenticity and Locality Factor in Customer's Choice of Restaurant**

Generally more than half of people take an interest in local foods during their travelling. The vast majority of these people are not actively seeking out local foods but are happy to try when they come across. The similar scenario can be seen in Kyoto when annually researches carried out on tourists have shown the nearly high number. Also stated above, tourists tend to seek for authenticity and locality in local restaurants, not mention to the size is big or not, provided that they meet some particular criteria such as fresh food in season or secret recipe. By enjoying the food made from local ingredients, customers easily get the feelings that they are Japanese people in their daily life. (Sep 2017)

Kyoto has always been well-known for its rich culture and history. It is no wonder that you can meet variety of authentic buildings, restaurants and even the traditional way the local dresses and eats all around this beautiful city. Of all the regions, Gion area, which located around Shijo Avenue between Yasaka Shrine in the east and the Kamo River in the west, is considered as the most valuable jewelry of this old town. This famous geisha district welcomes you a wide range of authentic restaurants, teahouses (ochaya) with authentic Kyoto style food (kaiseki ryori) and also authentic entertaining services provided by maiko and geiko (Japan Guide n.d.).



Okitsu Club is a traditional Japanese tea house located near the Kyoto Imperial Palace. Not only serving as a normal tea house, the restaurant also provides a wide range of truly authentic experiences for tourists while enjoying a cup of tea such as tea ceremony, incense ceremony, and kimono in order to introduce Japanese culture to the refined world. This is one of the most elegant places to enjoy tea in Kyoto and is for the serious tea connoisseur (Asano 2017).

Another example for the authentic services in Kyoto restaurants is the En Tea House. Looking from outside, people can immediately be reminded of a vigorous Kyoto in the past with the architecture of traditional wooden machiya merchant house (Asano 2017). Located next to Chion-in Temple in the heart of the Higashiyama sightseeing area, this quaint tea house provides authentic services such as tatami mat tea rooms and kimono-clad waitresses. Not only can drink tea but you can also be a part of an authentic tea ceremony experience here, which is a great way to expand your knowledge and enjoy your first-hand Japanese tea ceremony (Asano 2017). However, some of the exclusive experiences cannot be provided for the mass tourists. Hence, it is better to do some research before-hand if you want to experience these slices of culture.

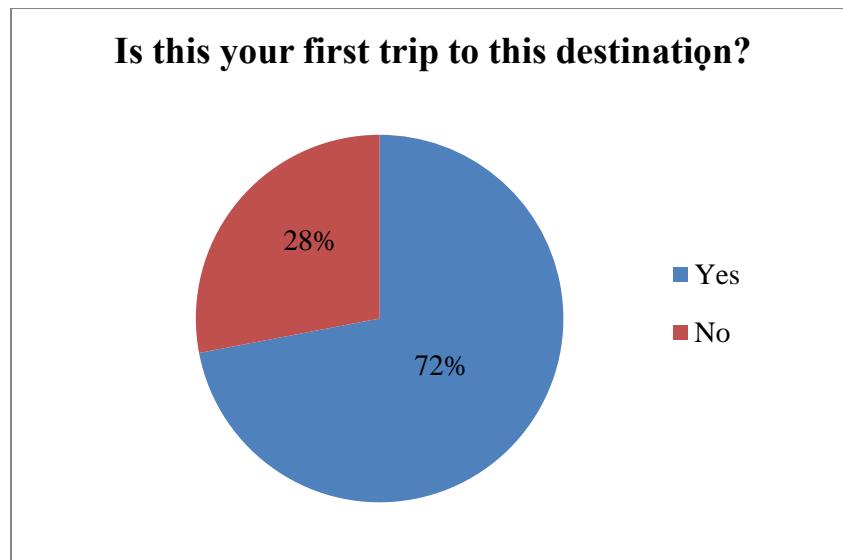


In general, the concept of authenticity and locality is exploited in many dimensions, but mostly in the way restaurants use local ingredient, local food and create the soul of region through architecture as well as local residents' involvement and traditional entertainment. In another look, this also shapes region's culinary tourism.

## II. PRIMARY RESEARCH RESULTS AND FINDINGS

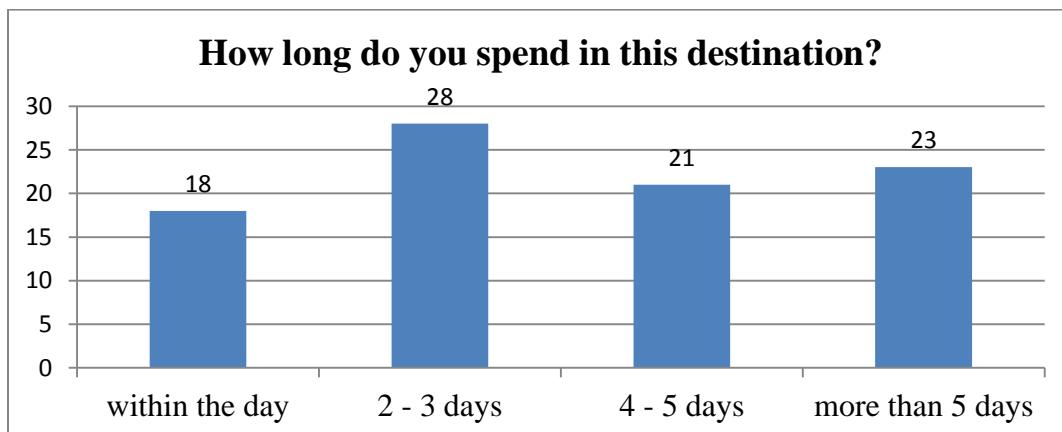
### 1. Descriptive results and findings

#### Question 1:



The pie chart above describes the time of experience of visitors coming to Kyoto. As the figures have shown, a majority of responders said “Yes” with 65 tourists, accounting for 72 percent of the total. Meanwhile, the others selected “No”, marking that either this was not the first time they had been to Kyoto or they were coming back due to the city’s attractions. In other words, for most tourists, this was their first travelling experience to Kyoto.

#### Question 2:

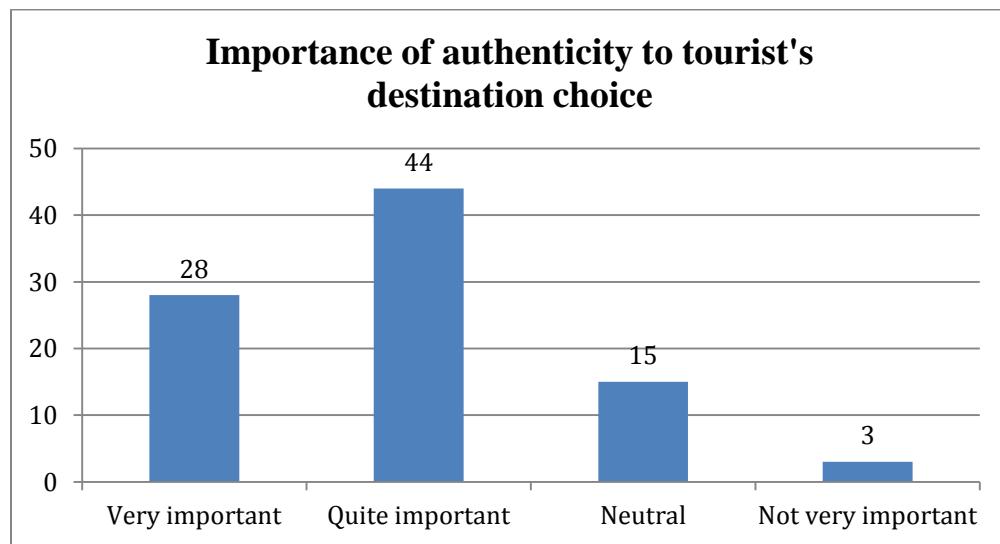


The bar chart given illustrates the length of time that tourists would like to stay in Kyoto. With the range from 1 to 5 days, 28 out of 90 responders planned to stay within three days, also accounting for the largest proportion. Meanwhile, the number of respondents remaining in this city more than four days was around 20. Staying within a day witnessed the smallest number for only 18 votes. Overall, it seems like that the demands of staying were not so different.

**Question 3: Can you name some local food of the destination?**

To look inside the interest as well as main motivations of tourists toward some specific local dishes, question about local food of Kyoto was raised. There was a long list mentioned by tourist, but we finally counted the very remarkable cuisines coming up from 25 responders. Within this group, famous dishes could be significantly named were sushi, matcha and ramen. They mostly appeared right at the first moment when tourists thought about. Moreover, udon, okonomiyaki and sake – a type of wine, were also listed with great appreciation. In the whole, it can be seen clearly that before coming to Kyoto, tourists had already done research carefully about local cuisine.

**Question 4: When you choose a place to eat during your trip, how important is the authenticity/locality of the destination for your choice?**



Illustrated in the bar chart above are the opinions of visitors when asked about importance of authenticity to their destination choices. Generally, the largest number of answers focused on “quite important” with 44 votes. Meanwhile, one-third of the whole responders evaluated “very

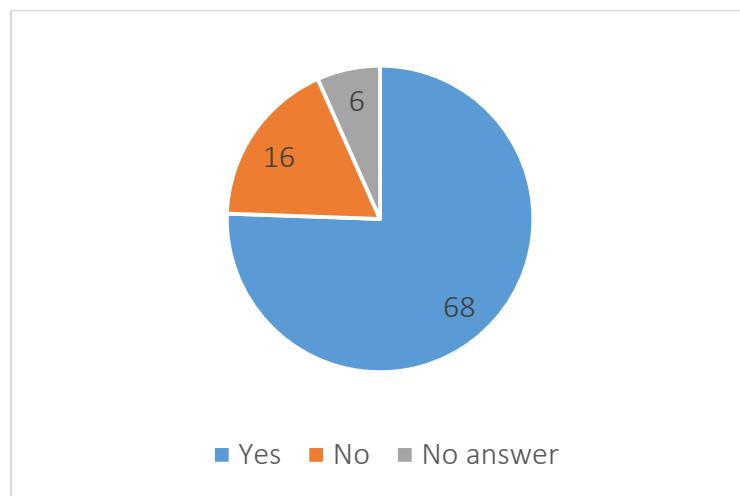
important" when judging authenticity. Last but not least, it can be drawn from the chart that there was only a very small part of 18 tourists underestimated the idea authenticity as "neutral" and "not very important" in destination. Overall, the majority agreed that authenticity played an important role in their destination's choice.

**Question 5: How important are the following criteria toward your choice of a place to eat during your trip?**

|                                    | N  | Minimum | Maximum | Mean | Std. Deviation |
|------------------------------------|----|---------|---------|------|----------------|
| Local products ingredients         | 89 | 1       | 5       | 2,20 | ,956           |
| The restaurants provide local food | 89 | 1       | 4       | 1,88 | ,809           |
| Traditional recipe                 | 90 | 1       | 5       | 2,21 | ,930           |
| traditional eating style           | 88 | 1       | 5       | 2,34 | ,958           |
| local serving staff                | 90 | 1       | 5       | 2,74 | 1,204          |
| local chef team                    | 90 | 1       | 5       | 2,51 | 1,238          |
| local design decoration            | 89 | 1       | 5       | 2,44 | ,988           |

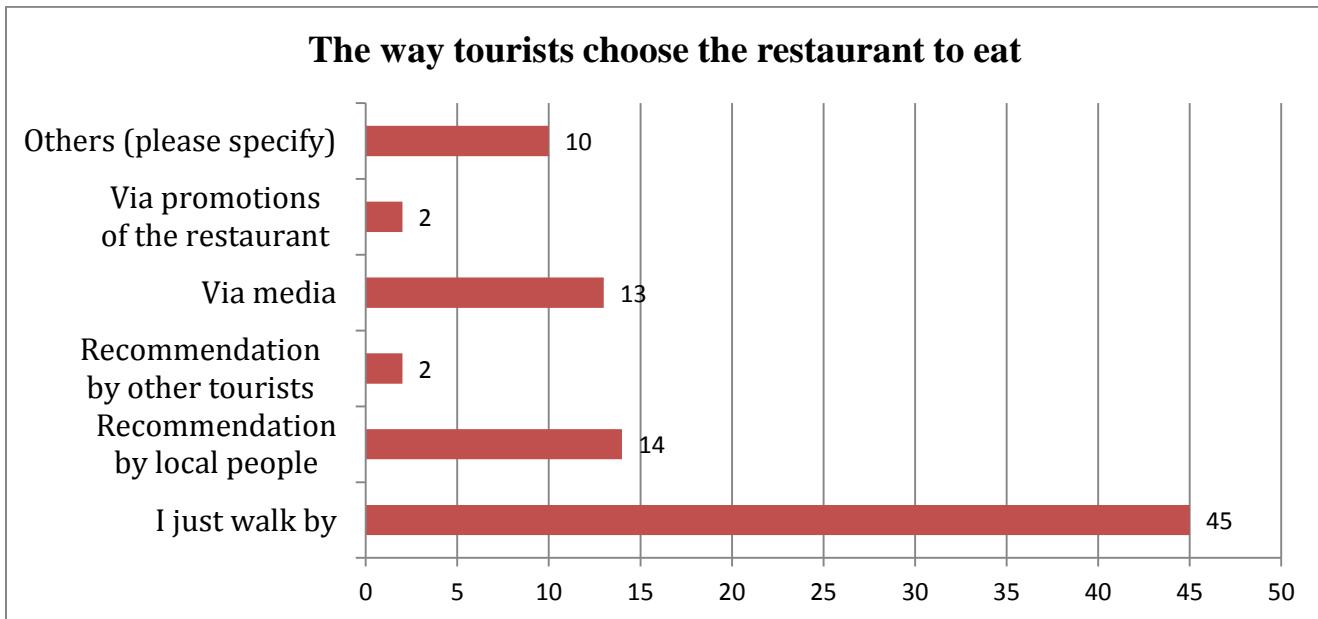
To understand the level of different criteria toward tourists' choice of place to enjoy, a table was made, applied descriptive method in processing statistic. With the means from 1.88 to 2.74 for every seven factors, we noted that on average, tourists shared a fairly concern about authenticity issue.

**Question 6: Is this your first time to this restaurant?**



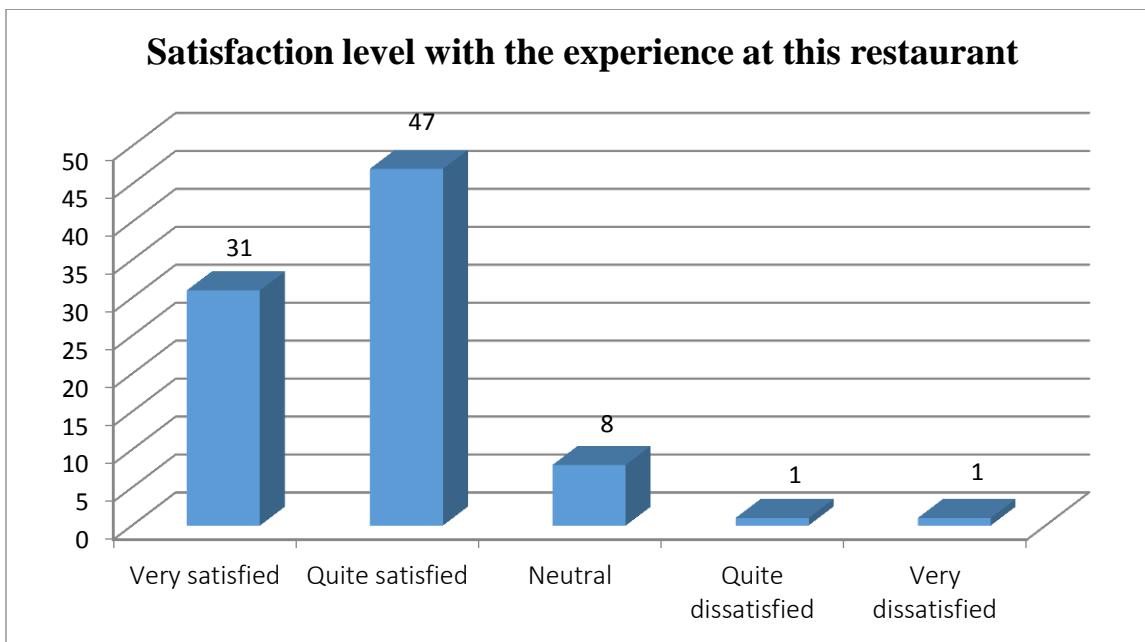
With 90 responders joining our quick research, we actually collected only 84 answers for this question. The percentage of “yes”, meaning that they had not been there before, outnumbered with nearly two-thirds in total, while only a very small percentage fell into “No”. Overall, it came to the conclusion that these restaurants were the first time of experience for the majority of tourists.

**Question 7: How did you choose this restaurant to eat?**



The bar chart given describes the ways how tourists choose restaurant to eat. Not surprisingly, random choice by passing by restaurant then looking at the menu was the most preferable way to tourists with half of approves from responders, while visiting restaurant via its media, recommended by local people and other forms (mostly reading reviews or introductions from guidebook) were noticeably low and nearly the same, ranging from 10 to 15. We also saw 2 votes equally for promotions of restaurants and other tourists' recommendations. It is noticeable that most tourists would be based on convenient approach to choose restaurant without researching about it in advance.

**Question 8: How are you satisfied with the experience at this restaurant?**



When asked about the level of satisfaction at the restaurant they had chosen, nearly one-third out of 90 responders said that they were very satisfied with the food and services. Meanwhile, the feeling of quite satisfaction was the most outstanding, resulting in one-half of all agreements. Another 8 answers fell on neutral, meaning that they felt everything normally acceptable and not much special. Just 2 of all responds showed that they were quite, and even very dissatisfied. However, these figures contributed just a small percentage. In overall, the statistic reflects that local restaurants in Kyoto receive a positive appreciation from their customers.

**Question 9: What mark from 1 to 0 would you give for the level of authenticity of this restaurant**

|       | Frequency         | Percent |
|-------|-------------------|---------|
| Valid | Quite agree       | 2,2     |
|       | No idea           | 1,1     |
|       | Strongly disagree | 3,3     |
|       | 6                 | 2,2     |
|       | 7                 | 17,8    |
|       | 8                 | 28,9    |
|       | 9                 | 15,6    |

|              |           |              |      |
|--------------|-----------|--------------|------|
|              | 10        | 14           | 15,6 |
| Total        | 78        | 86,7         |      |
| Missing      | System    | 12           | 13,3 |
| <b>Total</b> | <b>90</b> | <b>100,0</b> |      |

|  | N  | Minimum | Maximum | Mean | Std. Deviation |
|--|----|---------|---------|------|----------------|
| mark from 1 to 10 for the level of authenticity of this restaurant | 78 | 2       | 10      | 7,95 | 1,682          |
| Valid N (listwise)   | 78 |         |         |      |                |

Move to the marking section, in nearly 80 valid responds, the point 8 was mentioned the most, agreed by nearly one-fourth responders and leading to the average point of 7,95. Despite the 3 not so good reviews about restaurant, we see such positive comments falling at point 8 and even 9, 10, which refers how satisfied tourists felt after experiencing.

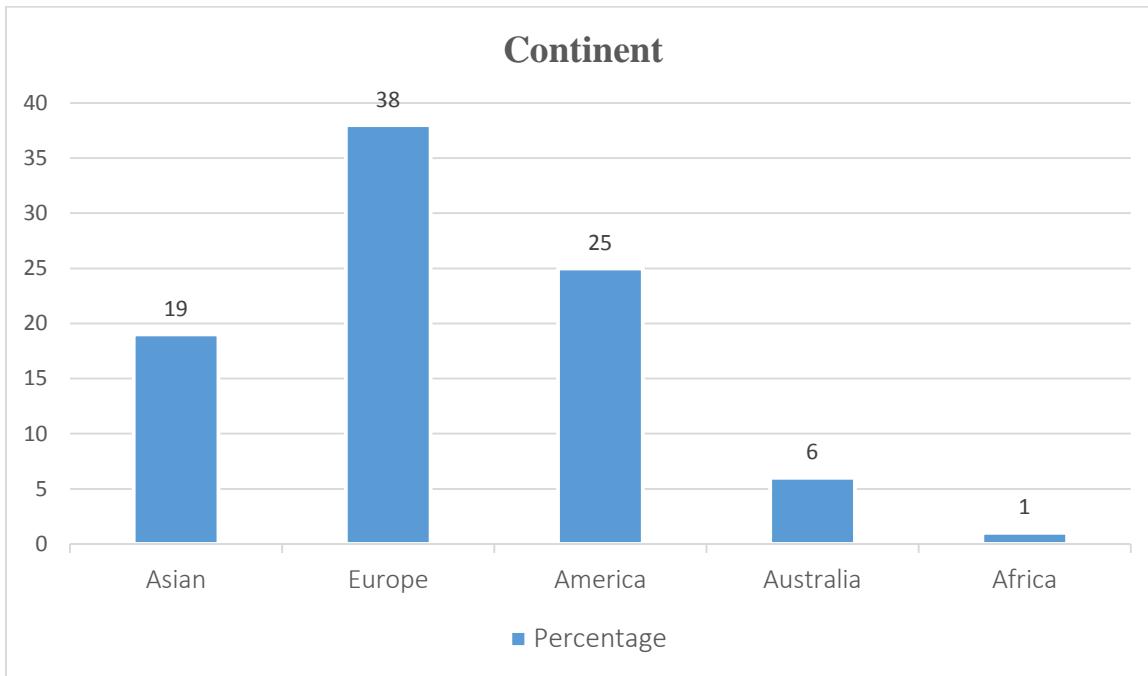
**Question 10: To what extent do you agree/disagree with the following statements about this restaurant?**

|                                    | Minimum | Maximum | Mean | Std. Deviation |
|------------------------------------|---------|---------|------|----------------|
| The restaurants provide local food | 1       | 3       | 1,82 | ,716           |
| Local products ingredients         | 1       | 4       | 2,08 | ,815           |
| Traditional recipe                 | 1       | 5       | 1,99 | ,898           |
| Traditional eating style           | 1       | 5       | 1,99 | ,823           |
| Local serving staff                | 1       | 5       | 2,01 | ,872           |
| Local chef team                    | 1       | 5       | 2,09 | ,913           |
| Local design decoration            | 1       | 5       | 2,17 | ,907           |

The figure shows us the level of agreement in each aspect of the restaurant, ranging from mark 1 to 5 and corresponding from strongly agree to strongly disagree. Look at table, the answer range was large, however, the average point for each statement was just around 2, referring that the level of agreement fell in quite agree. We mentioned a lot of criteria such as food, ingredients,

recipe, eating style, human factor as well as design decoration. Among them, factor related to eating style represented the largest recognition with 2.17 point, which meant tourists cared for design the most and wanted to try another atmosphere. However, mark for serving local food was only 1.82, the lowest point.

**Question 11: Where are you from?**



The table lists out continents where responders come from. It can be seen that European countries were named the most, such as England, Belgium, France, marking up more than 40 percentage, showing the remarkable tourism image of Kyoto in European tourism perception. Besides, America contributed a large portion of its tourists to Kyoto with one-fourth of all the responders, many of them coming from USA and Mexico. Running at the third place was Asian with representatives such as China, India and Taiwan. Other continents also had its own portion but really small. From these figures, we learnt that Kyoto (Japan) has built such an extremely attractive destination to Europe, America and Asia.

**Question 12 + 13 + 14: Demographic Factors**

| Factors                                 | Frequency (people) | Percentage |
|---|--------------------|------------|
| <i>Gender</i>                           |                    |            |
| Male                                    | 57                 | 63,3       |
| Female                                  | 30                 | 33,3       |
| <i>Age</i>                              |                    |            |
| <=15                                    | 0                  | 0          |
| 16 – 19                                 | 0                  | 0          |
| 20 – 29                                 | 41                 | 45,6       |
| 30 – 39                                 | 26                 | 28,9       |
| 40 – 49                                 | 6                  | 6,7        |
| 50 – 59                                 | 8                  | 8,9        |
| >=60                                    | 8                  | 8,9        |
| <i>Level of Education Qualification</i> |                    |            |
| Primary School                          | 0                  | 0          |
| Secondary School                        | 8                  | 8,9        |
| Vocational Education                    | 3                  | 3,3        |
| Bachelor Degree                         | 36                 | 40,0       |
| Master or Doctoral Degree               | 40                 | 44,4       |
| Others                                  | 1                  | 1,1        |

For other demographic factors, we can see that the number of male is twice time as that of female. Most of the tourists were quite young, in the age from 20 to less than 40 years old. However, young people in the age of 20 – 29 took nearly half of total with 46 responders were noted. A large number of tourist had quite high level of educational qualification, with 30 percent had bachelor degree and another 45 percent had master or doctoral degree.

### 3. Other findings

#### **3.1. Relationship Between Authenticity And Demographic Factors**

The importance of the authenticity/locality of place to eat

|                | Sum of Squares | df | Mean Square | F    | Sig. |
|----------------|----------------|----|-------------|------|------|
| Between Groups | 1,372          | 4  | ,343        | ,552 | ,698 |
| Within Groups  | 52,223         | 84 | ,622        |      |      |
| Total          | 53,596         | 88 |             |      |      |

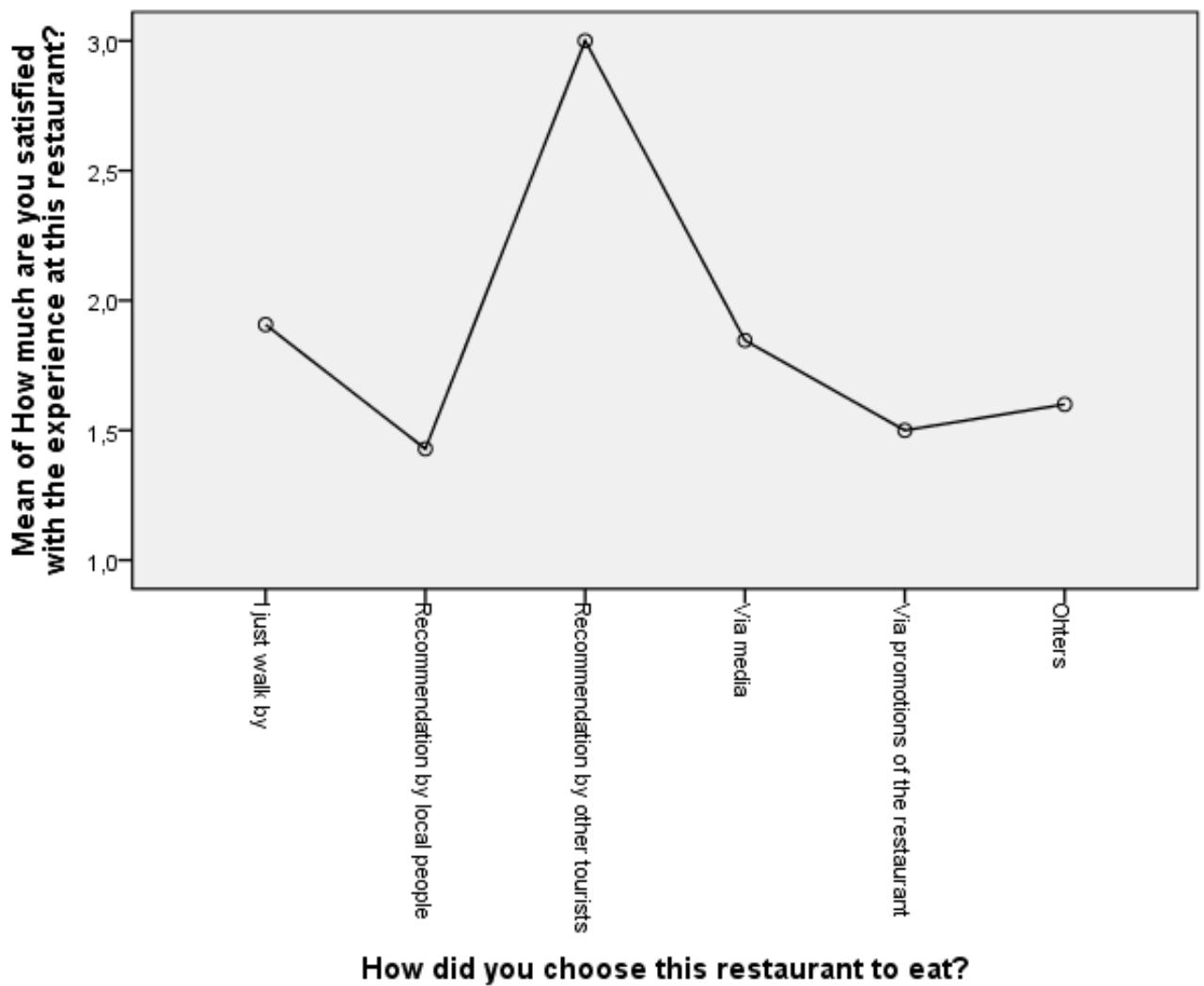
So as to observe whether demographic affected to the level of authenticity concern or not, One way Anova (SPSS) was run effectively to come up with the above table. Since the significant level between two groups (0.698) is greater than 0.05, a conclusion was drawn that there was a meaningful difference between tourist's geographic location and their interest in local community matters.

### **3.2. Relationship Between Satisfaction Level And Means of Choosing Restaurants**

How much are you satisfied with the experience at this restaurant?

|                | Sum of Squares | df | Mean Square | F     | Sig. |
|----------------|----------------|----|-------------|-------|------|
| Between Groups | 5,911          | 5  | 1,182       | 2,214 | ,061 |
| Within Groups  | 41,649         | 78 | ,534        |       |      |
| Total          | 47,560         | 83 |             |       |      |

The same method was continuously used in order to identify whether there is any relationship between tourists' selecting restaurant approach and their satisfaction level after purchasing service in that restaurant. Similarity, with the significant level lying at 0.061 ( $>0.05$ ), a meaningful but not much significant difference between "How did you choose this restaurant to eat?" and "How much are you satisfied with the experience at this restaurant?" could be concluded.



Illustrated in the line graph above is the different level of tourists' satisfaction in relation to their selecting restaurant decision. The vertical line with point 1, 2, 3 respectively means “very satisfied”, “quite satisfied” and “neutral”. It could be seen that the most satisfied groups were those visiting the restaurant through recommendation by local people, followed closely was those choosing restaurant through their promotion program. However, those chose by reviewing other tourists’ opinion was just “neutral” level. In conclusion, the statistic reflected that tourists gained memorable experience regardless of various ways of choosing.

### III. DISCUSSION OF FINDINGS

In general, restaurants in Kyoto provide excellent service: quick, precise and with high standard of food and hygiene. All restaurants leave customers the feeling of authentic Japanese decoration

and cuisine. One dining style that we find unique in Japan is eating standing up restaurants. People spend just 10-15 minutes order, wait and enjoy their meal before rushing to work. The kind of food served in these restaurants is often noodles: miso or udon, with different toppings: duck, beef, fish... As having no seats, the space is relatively small that helps reduce the price.

All owners and staff we meet in local restaurants are Japanese people. Local staffs contribute to customers' experience in a restaurant by serving with Japanese manner: polite, friendly and quick service. Japanese staffs might satisfy the most dainty eater by their good behaviors and

Concluded from the data, we have different level of authenticity attention among different continents of respondents in Kyoto. Based on the scale from 1 to 5 represented from "very important" to "no important", a conviction could be made that those tourists coming from Europe were likely to pay the most attention to the authenticity of their chosen restaurant, meanwhile those from Asia, America, Australia and Africa all appreciated it at a little bit lower level. Ranking in the first place, Canadian tourists express their concern about the authenticity, followed by people coming from England and Australian. Generally, tourists seem to put locality criteria in priority when choosing a place to dine in as well as to assess their experience.

#### **IV. IMPLICATIONS**

When dining in restaurants in Kyoto, we were all impressed by their tasty food, polite staffs as well as cozy Japan style decoration. All restaurants seemed to feature food hygiene and standard, which led to the cleanliness found in everything: floor, eating tools, cups, interior furniture... Therefore, restaurant service in Kyoto must be one of the best in the globe.

However, as a tourist, language barrier might be the most difficulty we found in Japan. Staffs seem to understand a bit English, normally to get order and greet but have limit in communicating with customers. We were not introduced about the dish we were having or explain about its origin and stories. Lacking of communication lessen our experience in Kyoto in general as well as when dining in restaurants. We hope that when coming back to Japan next time, we might be able to communicate more with local people to ask them more questions and let our curiosity and questions be answered.

Almost all menu in Japan had pictures but sometimes customers still find it hard to order for some reasons. Some menu had only Japanese and no English name for dishes. Moreover, lacking of ingredient detail might result in customers' misunderstanding or over expect. In order to help customers easy to choose and order, we recommend that all menu have English name or transcribe phonetically. Ingredient detail or food explanation would make it more convenient for any foreign tourist.

## **PART 4. PROJECT EVALUATION AND LIMITATIONS**

The project was conducted with the aim of illustrating some facts about the management of restaurants in term of locality and authenticity in Kyoto. Even though the process of collecting information and calculating was relatively careful, some limitations are unavoidable.

Firstly, time limitation is our most considerable problem. Due to the lack of time, we could only get information on a small scale with the sample size of tourists. This sample size may not cover the best opinion of tourists towards restaurant's level of authenticity service.

Secondly, attitudes of students involving in the survey is one of the limitation affected to the result. During the processing of collecting information, questions which requires tourists to name some dishes that they had were often skipped. Moreover, there were so many groups from the other countries working on their project at the same time; therefore, many tourists felt uninterested in spending time completing those questionnaires.

Lastly, we also find some difficulties in processing the input conducted from the questionnaire. Hardly were all of the hard copy qualified enough to analyze due to the fact that they may skip some of the questions or misunderstand our requirement, leading to missing value.

## APPENDIX

# SURVEY ON CHOICE OF LOCAL RESTAURANTS

Hello, we are students from Hanoi University of Vietnam, conducting a research aiming to explore the role of authenticity and locality in restaurant management. This survey questionnaire is designed to find out how the locality influences on your choice of where to eat when travelling to this destination. We would highly appreciate your 10 minutes of doing this survey.

Your provided information will be anonymous and not used for any other purposes except this research. Thank you very much for your cooperation!

**1. Is this your first trip to this destination?**  Yes  No

**2. How long do you spend in this destination?**

Within the day  2-3 days  4 -5 days  More than 5 days

**3. Can you name some local food of the destination?**

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**4. When you choose a place to eat during your trip, how important is the authenticity/locality of the destination for your choice?**

Very important  Quite important  Neutral  Not very important  No important

**5. How important are the following criteria toward your choice of a place to eat during your trip?**

| Criteria   | Level of importance |                 |         |                    |                      |
|--|---------------------|-----------------|---------|--------------------|----------------------|
|  | Very important      | Quite important | Neutral | Not very important | Not important at all |
| The restaurants provide local food                         | 1                   | 2               | 3       | 4                  | 5                    |
| The ingredients used by the restaurants are local products | 1                   | 2               | 3       | 4                  | 5                    |
| The recipe is kept similar to traditions                   | 1                   | 2               | 3       | 4                  | 5                    |
| The eating style is kept similar to traditions             | 1                   | 2               | 3       | 4                  | 5                    |
| The serving staff of the restaurants are local people      | 1                   | 2               | 3       | 4                  | 5                    |
| The chef team are local people                             | 1                   | 2               | 3       | 4                  | 5                    |
| The decoration of the restaurant is local design           | 1                   | 2               | 3       | 4                  | 5                    |

**6. Is this your first time to this restaurant?**  Yes  No

**7. How did you choose this restaurant to eat?**

- I just walk by
- Recommendation by local people
- Recommendation by other tourists
- Via media
- Via promotions of the restaurant
- Others (please specify) \_\_\_\_\_

**8. How much are you satisfied with the experience at this restaurant?**

- Very satisfied
- Quite satisfied
- Neutral
- Quite dissatisfied
- Very dissatisfied

**9. What mark from 1 to 10 would you give for the level of authenticity of this restaurant?**

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**10. To what extent do you agree or disagree with the following statements about this restaurant?**

| Criteria  | Level of agreement |             |          |                |                   |
|---|--------------------|-------------|----------|----------------|-------------------|
|   | Strongly agree     | Quite agree | No ideas | Quite disagree | Strongly disagree |
| The restaurant provide truely local food                  | 1                  | 2           | 3        | 4              | 5                 |
| The ingredients used by the restaurant are local products | 1                  | 2           | 3        | 4              | 5                 |
| The recipe is kept similar to traditions                  | 1                  | 2           | 3        | 4              | 5                 |
| The eating style is kept similar to traditions            | 1                  | 2           | 3        | 4              | 5                 |
| The serving staff of the restaurant are local people      | 1                  | 2           | 3        | 4              | 5                 |
| The chef team are local people                            | 1                  | 2           | 3        | 4              | 5                 |
| The decoration of the restaurant is local design          | 1                  | 2           | 3        | 4              | 5                 |

**11. Where are you from?** \_\_\_\_\_

**12. Please indicate your gender:**  Male  Female

**13. Please indicate your age group**

- 15 or younger
- 20-29
- 40-49
- 60 or over

16-19       30-39       50-59

**14. What is your highest level of educational qualification?**

Primary school       Bachelor degree  
 Secondary school       Master or Doctoral degree  
 Vocational education       Others (please specify) \_\_\_\_\_

*Thank you for your time!*

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