

Japanese Clean Culture in Support of Sustainable Tourism

*Reny Wiyatasari*¹

¹Japanese Language and Culture Study Program, Faculty of Humanities, Diponegoro University, Indonesia

Abstract. The environment is one of the important aspects to support the success of sustainable tourism, and this of course cannot be separated from the compliance and discipline of tourists when visiting tourist destinations. Speaking of tourist attractions, Japan is one of the countries known to have various tourist attractions that are not only beautiful and interesting, but also so clean. The cleanliness of tourism in Japan cannot be separated from the clean culture of Japanese society which is instilled both formally, namely in the educational environment, and informally, namely in the family environment. The purpose of this research is to use a descriptive qualitative method, by collecting data sources through literature. Regarding the clean culture of Japanese society, there are at least three factors that influence this, including the 5S culture, the education system, and government regulations in the waste management system.

¹ Corresponding author: reny.wiyatasari@gmail.com

1 Introduction

Culture is something belonging to humans that lives and develops along with the times. According to Koentjaraningrat, culture is an idea or idea, activity or behavior, and human work obtained through the learning process and passed down from generation to generation [1]. Culture is not only material, there is also non-material. Material culture is a culture that can be touched and seen by the five senses in the form of physical. While non-material culture is a culture whose physicality cannot be seen, such as religion, morals, and habits. Japan is famous for its complex culture. Japanese society highly upholds customs. The habits of the Japanese people are based on the prevailing norms.

Japan is also famous for its tourist destinations. Tourist destinations in Japan can be said to depend on nature. By offering natural beauty and other interesting tourist destinations, Japan has tourism potential that can attract tourists. Japan is known as the cleanest country in the world. Many tourist attractions in Japan have beautiful scenery and are full of charm, such as Sado Island in Niigata, the attraction of Sado Island tourism is the beautiful scenery in every season. The richness and beauty of this island are the 300-year-old *sugi* (Japanese cedar) trees that are still preserved in the forest and the fishing business that uses traditional Japanese boats called *Taraibune*. The Tateyama Kurobe Alpine Route, which connects Toyama Prefecture and Nagano Prefecture, is a scenic route through mountains 3,000 meters above sea level. Fuji Goko, activities, and the beautiful scenery of Mount Fuji are surrounded by Fuji Goko, the five largest lakes in Japan. In Fujiyoshida City, "Arakurayama Churei-to Pagoda" is popular for viewing Mount Fuji with cherry blossoms in spring and snow in winter. Around Lake Kawaguchi, the "Fuji Shibazakura Festival" from April to May offers a view of Mount Fuji against a backdrop of *shibazakura* cherry blossoms. Enjoy the view of Mount Fuji from Lake Yamanaka by riding the "KABA" amphibious bus, a unique experience that allows you to see the mountain from the surface of the lake. At the end of August, attend the "*Yoshida no Hi Matsuri*" or "Yoshida Fire Festival", with 70 huge torches lit up in beautiful patterns, providing an unforgettable experience and much more [2].

Previous research with the title "Application of Clean Culture in Japanese Society" discusses the factors behind the application of clean

culture in Japan. According to Jane Ratini, clean culture in Japan began in the Asuka period with the emergence of Shinto beliefs that teach the importance of cleanliness in life [3]. In addition, it is also motivated by a culture of shame, the education system, and the role of government in making policies. Whereas in this research, the author will discuss what are the factors behind the clean culture of Japanese society that supports sustainable tourism.

Several things influence Japan to become a clean country, namely the 5S culture, the education system, and government regulations or policies related to the waste management system. The data obtained were analyzed using the concept of 5S culture, education system, and government regulations. According to Ekoanindiyo, the 5S culture consists of *seiri* (separating), *seiton* (structuring), *seiso* (cleaning), *shiketsu* (stabilizing), and *shitsuke* (discipline)[4]. This research aims to reveal how Japan's clean culture can influence the tourism sector.

2 Result and Discussion

2.1. Concept of 5S Culture

Japanese society is famous for its high level of discipline. The discipline of Japanese people becomes a habit from an early age. In addition, the 5S culture supports cleanliness in Japan.

- a) *Seiri* means separating necessary and unnecessary items, discarding unnecessary items, and organizing necessary items. Items are categorized into three, namely items that we often use are better placed in an accessible place for easy use. Items that are not used are better stored. Finally, items that are never used should be removed or discarded.
- b) *Seiton* means storing items in a predetermined place. In this case, it is important to organize the goods so that the search is more effective and efficient. One of the applications of *seiton* in traveling is storing goods in a luggage locker to facilitate management.
- c) *Seiso* means cleaning items, workplaces, equipment and the environment. Cleaning is not only done to be clean but also as a form of inspection to avoid damage or defects.
- d) *Shiketsu* means implementing "*seiri*, *seiton*, and *seiso*" consistently. In this case, sorting, placing, and cleaning

activities are carried out regularly. These activities include personal and environmental cleanliness.

- e) *Shitsuke* means obeying what has been determined. This form of *shitsuke* is manifested in an attitude of discipline and doing things properly and correctly. Every tourism site has rules that must be obeyed. Japanese people are very obedient to the rules, such as not littering and putting garbage in its place according to the category of garbage.

Generally, the 5S culture is implemented in the workplace [5]. However, the 5S culture of Japanese society affects the tourism sector. Especially the value of *shiketsu* and *shitsuke*, Japanese people will obey the rules that have been determined in traveling. When traveling, some tourist attractions do not allow carrying items, such as food, bags, and even cameras. Tour operators provide lockers to store travelers' belongings. The use of lockers at tourist attractions will make it easier to manage goods. In addition, when traveling indoors, Japanese people will remove their footwear. Public facilities in Japan are equipped with trash bins according to the category of waste, making it easier for waste to be sorted. If you can't find a trash can, Japanese people will carry the trash around until they find a trash can [6].

2.2. Education System

Since entering elementary school, students have been instilled with values that make them do good things early on. Japanese society is very aware of the importance of good character foundation and education for people and society. So, the result of education in Japan is the excellence of character that is not owned by other nations. In elementary school, before entering grade 4, students are not given exams. However, students are taught manners and discipline. The role of the teacher is very influential in shaping the character of students.

Education in Japan upholds moral education derived from the ancestral culture of Japanese society. Character and cultural education are integrated into the education curriculum through *seikatsuka* (life skill) subjects for grades 1 and 2, *shakaika* (social studies) for grades 3 to 6, and *doutoku kyouiku* (moral education). Japan does not use cleaning services to maintain the school environment. It is the student's

job to clean the classrooms and the school environment [6]. Students are divided into picket groups, to clean the class and its environment. The goal is for students to learn to work together, be responsible and foster a sense of belonging to the facilities and the surrounding environment. The results of educational patterns affect student character. Education in the family is also the foundation of student character building.

The character that has been nurtured from an early age will make a habit. In this case, it takes determination and consistency to educate the character of students from an early age. With education, one is not only finished with environmental problems but how the application of clean culture is implemented in the long term through learning to the community, especially in the tourism environment.

2.3. Government Regulation on Waste Management

Japan, as a developed country, is seriously facing the problem of waste and environmental degradation. Industrial advancement has led to limited land and environmental problems. Since the Meiji Restoration in 1868, the industry has grown rapidly, but untreated industrial waste has adversely affected the environment and caused disease outbreaks. The division of waste consists of general waste (from households and offices) and industrial waste (from factories).

In 1991, Japan introduced a law on the Promotion of Effective Resource Utilization, later revised in 2001 to promote waste recycling (*Shigen gomi*) due to the increasing amount of plastic in the country. This was a measure to reduce the negative impact of waste on the environment. The amount of waste in Tokyo has decreased significantly thanks to the efforts of the people and the government [7]. This decrease was achieved by separating waste by type, imposing fines for waste management violations, and providing environmental education to the public.

Waste management in Japan is not fully regulated by the central government. But through "decentralized" local governments. Japanese communities are required to make a waste management plan for their administrative area and dispose of it accordingly. This is known as "decentralization" in waste management, where local governments are responsible for getting closer to the people. Initially, Hiroshima experienced an increase in the amount of waste centered on kitchen

waste, but later introduced a separate waste collection system to reduce waste generation. People were asked to separate waste into five different categories, and this system became an example that was adopted throughout Japan.

3 Conclusion

Based on the results of the analysis, three factors are driving the clean culture of Japanese society in sustainable tourism. First, the 5S culture consists of (*seiri, seiton, seiso, shiketsu, and shitsuke*). Second, the education system in Japan teaches morals and ethics in maintaining cleanliness since entering elementary school. Family education is also fundamental to character building. Schools in Japan do not use cleaning services, students and educators play a role in keeping the environment clean. Third, government regulations in waste management. These three factors are influential in supporting sustainable tourism programs.

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