



Outline of the JATA “Quality Assurance System for Tour Operators”

This is a system which will certify inbound tour operators who arrange accommodations, transportation, and other travel services for the tourists to Japan. It is designed to assess the quality of operators from three perspectives: legal compliance, quality management and service level, as well as corporate social responsibility, environmental consciousness, and social action programs. The system will certify excellent operators who satisfy the predefined criteria.

Purpose

Foreign tourists in Japan will be able to enjoy safe, secure and good quality tours provided by certified tour operators.

JATA believes it will help achieve the target of 25 million foreign tourists to Japan set by the Japanese government. The government is implementing a policy which will lead to achieving this target by facilitating the spread of safe, secure and good quality tours to Japan.

It will help tour operators avoid the intense price competition and get the cost and profit necessary for their tour operations.

Schedule

On April 1, JATA started accepting applications from tour operators.

On June 1, “The Quality Assurance Review Committee” will certify the tour operators who satisfy the predefined criteria.

Expected Results

JATA believes that about 50 tour operators will apply and expect about 100 tour operators to be certified in the future.

Eligible overseas travel agents

Overseas travel agents that have branch offices in Japan and are registered travel agents based on Travel Agent Law can be certified.

Merits for overseas travel agents

Overseas travel agents can prepare a variety of quality tour products for their customers who seek quality tours to Japan, even if the price is a bit higher. We also believe that the Quality Assurance System will help promote the sales of tour operators certified under it.

Web Site

The website of Quality Assurance System for Tour Operators is

<http://www.tour-quality.jp/>.

The website will have the information in English and Korean languages as well as simplified and traditional Chinese characters from June 1st.

<p>For inquiries: Strategic Planning and Public Relations Office, JATA Attn: Seishi, Nagayoshi, or Sato (TEL: 81-3-3592-1244)</p>
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