

JATA 14-29
October 15, 2014

Quality Assurance System for Tour Operators

2 Companies Certified in the Fourth Period, 40 Companies in Total

On July 1, 2014, the Japan Association of Travel Agents (JATA) (Head office: Chiyoda-ku, Tokyo; Chairman: Hiromi Tagawa) started accepting applications for the fourth period for the Quality Assurance System for Tour Operators (<http://www.tour-quality.jp/>) which certifies the quality of inbound tour operators. The Quality Assurance Review Committee*¹ (Chairman: Hiroyasu Sato, professor at Matsumoto University) held a meeting on September 11, 2014, and certified 2 additional companies. 40 companies now become the authentication company in total.

The certified companies will receive a registration certificate and will be allowed to use the certification mark.



The 2 companies were announced on the website of JATA on October 1, 2014 which can be reached from the website of the Japan Tourism Agency and Japan National Tourism Organization (JNTO). The fifth application period is January 1-31, 2015. And from sixth period, this quality assurance system accept applications and assesses applicants once a year.

*¹The Quality Assurance Review Committee, which is the certifying body, is composed of intellectuals, including lawyers and professors, and government officials, and ensures neutrality and fairness.

Companies Certified in the fourth Period (in the order of registration)
(total: 2 companies)

1. MAINICHI KIKAKU SERVICE CO., LTD.
2. GSE corp.

Quality Assurance System for Tour Operators: This system is designed to increase tourists to Japan by improving the quality of the tour operator industry and tour products. As part of voluntary regulation by the industry, it assesses the quality of operators from three perspectives (legal compliance, quality management and service level, and CSR) and certifies operators who satisfy the predefined criteria. The system is expected to help foreign tourists in Japan enjoy safe, secure and good quality tours and encourage them to visit Japan again as repeat tourists.

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