

Quality Assurance System for Tour Operators

6 Companies Certified in the fifth Period

On January 1, 2015, the Japan Association of Travel Agents (JATA) (Head office: Chiyoda-ku, Tokyo; Chairman: Hiromi Tagawa) started accepting applications for the fifth 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 March 12, 2015, and certified 6 additional companies. Totally 45 companies now become the authentication company.

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



The 6 companies were announced on the website of JATA on April 1, 2015 which can be reached from the website of the Japan Tourism Agency and Japan National Tourism Organization (JNTO). This quality assurance system accepts applications and assesses applicants once a year. The sixth application period is January 1-31, 2016, and the announcement of certification will be made on April 1, 2016.

*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.

*²TOBU TRAVEL CO., LTD. and TOPTOUR CORPORATION merged on April 1, 2015 and registered as Tobu Top Tours Co., LTD.

Companies Certified in the fifth Period (in the order of registration, total: 6 companies)

1. World Air-Sea Service Co., Ltd.
2. JALPAK CO., LTD.
3. NIPPON TRAVEL AGENCY TOHOKU CO., LTD.
4. NIPPON TRAVEL AGENCY OKINAWA CO., LTD.
5. TAS Co., Ltd.
6. POLARIS JAPAN CO., LTD.

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 CRS) 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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