

# Japan

## Yeunbom Chung

Yeunbom Chung is a Manager of Inbound Tourism Strategy Department at Japan National Tourism Organization (JNTO). His experience includes a Director of JNTO New York Office (2003-2008), Executive Director of JNTO Seoul Office (2011-2015) and Chairman of the Association of National Tourist Offices and Representatives in Korea (2013-2014) which is commonly known as ANTOR Korea. He is also the first person who measured economic impacts of inbound tourism of Japan in 1999. His education includes a B.A. in Economics from Keio University, Tokyo and a M.A. in Econometrics from Yonsei University Graduate School of International Studies, Seoul.

# Outline of JTA policies related to human capital development in Tourism

Area		Targets	Direction
Development of human resources for tourism fields	Strengthening the tourism industry's international competitiveness	Accommodation operators, travel agencies etc. ( university undergraduates / postgraduate)	Government, industry and academia work together to improve education and research content etc. and create structures which can produce high quality human resources needed to carry improvement of tourism industry.
	Creating attractive tourist regions	Municipalities and tourism associations, travel agencies and accommodation operators, NPOs and local industries ( university undergraduates / postgraduates)	Develop core human resources in order to drive forward tourist region development which can link to the revitalization of the regions as a whole and the achievement of sustainable, independent development in any given region.
	Promoting inbound travel	Municipalities and ryokans	Improving service skills etc. with regard to foreign visitors to Japan, as part of the development of the receptive environment.
	MICE events and related areas	Municipalities, convention bureaus, meeting event operators, hotel operators	Developing human resources who can also play active roles overseas, in order to improve competitiveness with regard to attracting MICE events.
Fostering awareness of and attitudes towards importance of tourism in general		Elementary to senior high school students	Helping people in general to become more and more aware of how important it is for Japan to become a tourism-oriented country, through lessons and various kinds of other events at schools.
Development of human resources for officials in tourism		Officials of JTA and municipal authority	Improving basic competencies needed to create and implement policies which will help turn Japan into a tourism-oriented country

# Productivity Enhancement for Accommodation Industry

## Management Human Resources Cultivation Project for ryokans/Hotels by Academic-Industrial

- Implement management education program for inns/hotels by academic-industrial collaboration at 20 sites nationwide to raise
- Implement management education program for inns/hotels by academic-industrial collaboration at 10 sites nationwide to raise management strength;
- Carry out high-level management human resources cultivation program, targeting activated managers (tourism industry of next generation) interacting with practical training.
- Establish a foundation aiming for future establishment of faculties, disciplines or the like to cultivate the top level management human resources.

### Examples of Education program

#### 【Program for basic knowledge of management】

- Finance, accounting
- Marketing strategy
- Brand strategy
- Inbound strategy
- Human resources management
- Productivity enhancement



#### 【Program for strategic marketing】

- Invitation of lecturers acknowledging forefront of management overseas.
- Acquisition of high-end stratum overseas, Expansion of vision to create new Businesses.



### Practical examples at field site

#### Quality enhancement, cutback on waste loss

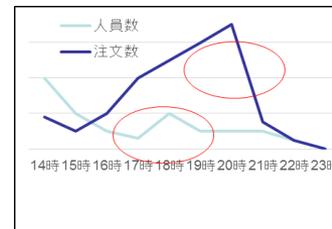


Cooked ahead just after noon,  
Table allocation quality, ↓  
Working hours ↑

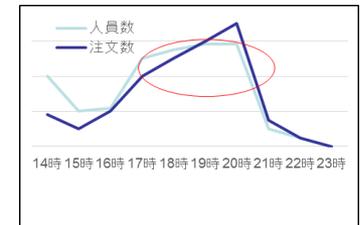
Coordinating with the eating time, cook a small quantity of rice in a small type cooker.

**Quality↑ ( Serve just boiled rice )**  
**Abolishing loss↓ ( Only a portion to eat )**  
**Guest satisfaction ratio↑ ( deliciousness )**

#### Leveling of demand, Labor hours reduction



Mismatch between number of order and number of personnel  
Labor Hours ↑



Appropriate software control by multitasking  
**Labor hours ↓ (leveling of demand)**

# Tour Promotion Initiative for youth

Dispatching tourism travel experts to Classes of elementary school, Junior high school, high school and Universities carry out “Youth Tour \* Classes” to inform students of significance/wonder of travel since February 2013.

## <Dispatched experts>

Bloggers, Writers, CEOs



## < Results >

28 classes all told until March 2016



## Aspect of class

### <Municipal Ogawa high school>

We invited Ms. Mifuyu Ando (Representative of Spree Inc.) as a lecturer who is a practitioner of peculiar nomad-work & life style, taking advantage of transmissions in social media to carry out writing for magazines, merchandise planning, columns, overseas coverage and tour produce or the like, and implemented a seminar targeting 300 students of high school at third year grade.



### <Chiba university education department attached high school>

We invited Mr. Kotoyuki Ishida (president of trippiece Inc.), who launched a NPO corporation, aiming at assistance for developing countries, and is planning study tours for developing countries or the like in cooperation with travel agents, carrying out activities for a large number of students to go out for tours, and implemented a class targeting 30 students of junior high school.

