Tourism Human Resources Development Program

April 1, 2016

Tourism Human Resource Development Institute
Korea Tourism Organization
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I. Tourism Human Resource Development Institute
Korea Tourism Organization

Organization

- Headquarters (4 Divisions)
- 9 Domestic Branches
- 31 Overseas Offices

Number of Employees

- 605 Employees
History of Tourism Human Resource Development

Foundation

- 1962 Established the KTO
- 1969 Appointed as tourism workforce training facility
- 1976 Appointed as implementing body for tourism workforce qualification test
- 1977 Established Gyeongju Hotel Management School

Internationalization

- 1986~1993 Carried out training in preparation for international events
  - 86 Asian Games
  - 88 Seoul Olympics
  - 93 Daejeon Expo and etc.
- 1994 Carried out training in preparation for “The Visit Korea Year Campaign”

Collaboration between Public-Private Sectors

- 1997 Reduced tourism workforce training function
- 1999 Closed down Gyeongju Hotel Management School
- 2008 Transferred some training functions to private sector
- 2009 Terminated the implementation of tourism workforce qualification test
- 2014 Strengthened recruitment service function
- 2015 THRDI relocation to Wonju
Tourism Human Resource Development Institute

- Independent building of 4 floors

- Facilities: lecture rooms (6 rooms), language laboratory (1 room), hotel management practice room, dormitory (48 rooms)

- Capacity: daily maximum concurrent capacity
  lecture rooms (240 people), dormitory (94 people)
THRDI Goal & Vision

Vision
To Strengthen the global competitiveness of human resources in the tourism industry

Goal
- To produce high quality tourism workforce
- To facilitate job placement for skilled tourism workforce

Strategic Assignment
- To raise the credibility and quality of tourism training course
- To enhance the training outcome through effective communication and cooperation with other tourism training institutions
- To strengthen the connectivity between the training program and employment for tourism workforce
II. Tourism Human Resources Development Program
Outline of Tourism Human Resources Development Program

- Tourism Specialist Development Program (Tourist guide Training Program)
- Job Placement Support for Youth
- Accreditation Program for Tourism Workforce Training Institutions
- On-line Hub for Tourism Workforce
Tourism Specialist Development Program
(Tourist Guide Training Program)
Tourism Specialist Development Program

**Tourist Guide**

A professional tourist guide working in several languages who guide the foreign tourists throughout the tour course and explain about Korean history/culture.

**Culture Tour Guide**

A volunteer worker that commentates about the cultural heritage and tourist attractions of their respective region so that domestic and foreign tourists can understand their value and significance.
## Tourist Guide Training

### Number of Tourist Guides

<table>
<thead>
<tr>
<th>Language</th>
<th>English</th>
<th>Japanese</th>
<th>Chinese</th>
<th>French</th>
<th>German</th>
<th>Spanish</th>
<th>Russian</th>
<th>Malay-Indonesian</th>
<th>Vietnamese</th>
<th>Thai</th>
<th>Arabic</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of Guides</td>
<td>6,159</td>
<td>10,330</td>
<td>9,613</td>
<td>178</td>
<td>115</td>
<td>103</td>
<td>116</td>
<td>37</td>
<td>25</td>
<td>79</td>
<td>2</td>
<td>26,784</td>
</tr>
</tbody>
</table>

### Number of Chinese Speaking Tourist Guides

- **Chinese Speaking Tourist Guides**
  - Chinese visitors
  - Chinese speaking tourist guides

### Percentage of Chinese Speaking Tourist Guides

- **% of Chinese Speaking Tourist Guides**
  - 2011: 18%
  - 2012: 20%
  - 2013: 40%
  - 2014: 60%
  - 2015: 36%
Tourist Guide Training

Offers customized training program categorized into 3 levels depending on the experience of the tourist guide.
Tourist Guide Training

Historical and Cultural Assets Training/Education (Basic Competence Course)

Develop tourist guides with basic grounding such as basic historical and cultural interpretation knowledge as well as a healthy hospitality mind so that they can provide accurate information about Korea.

[ Duration : 4 Days]

Theoretical Education
- Korean history, Korean alphabet, Korean culture

On-site Training
- Royal Palaces(Gyeongbokgung Palace, Changdeokgung Palace, Deoksugung Palace)
- Jongmyo Shrine

K-Smile Hospitality Training
- Global etiquette
- Pledge of earnest guiding
Tourist Guide Training

- **Premium Training (Intensive Professional Course)**
  
  Develop tourist guides with professional interpretation competence for high value tourism products and VIP clients.

- **Education Themes (2016)**
  
  Medical Tourism
  
  MICE
  
  Winter Olympics
# Culture Tour Guide Training

## Cultural Tourism Commentary Theme Academy

Thematic tourism education for the commentary competence enhancement of culture tour guides that provide commentary on cultural tourism resources of their respective regions

### Training Themes

<table>
<thead>
<tr>
<th>Hallyu Tourism</th>
<th>Buddhism &amp; Confucian Culture</th>
<th>Traditional Cuisine</th>
<th>UNESCO World Heritages</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1.png" alt="Image" /></td>
<td><img src="image2.png" alt="Image" /></td>
<td><img src="image3.png" alt="Image" /></td>
<td><img src="image4.png" alt="Image" /></td>
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</tbody>
</table>

[ Duration : 3 Days]
Job Placement Support for Youth
Customized Job placement Support for Youth

**Targets**
- High School Students
- College Students
- Employers and Job Seekers

**Programs**
- Hotelier course for tourism high school students
- Tourism Job Training Camp
- Tourism Industry Job Fair

**Expected Results**
- Develop Practical Workforce for Hotels
- Strengthen Employment Competence
- Resolve Tourism Industry Employment Mismatch
Hotelier Course for Tourism High School Students

- Customized youth tourism job placement training that corresponds with the demand of the Hotel industry
- Spread of open employment culture for tourism specialized high school graduates focusing on their abilities
Tourism Job Training Camp

To strengthen employment competitiveness for tourism college students

Assistance
Completing Applications

Career Exploration

Strengthen Interview Skills

Tourism Industry Employment Trends

Tourism Job Training Camp

To strengthen employment competitiveness for tourism college students

Assistance
Completing Applications

Career Exploration

Strengthen Interview Skills

Tourism Industry Employment Trends
Tourism Industry Job Fair

Duration: 2016.09.01 ~ 09.02

Venue: COEX, Seoul

Event Scale:
- Participation of over 90 firms such as tourist hotels, travel agencies, MICE firms, and medical tourism institutions
- About 9000 job seekers visit
  *As of 2015

To encourage job placement for youth
To provide opportunity for tourism industry firms to connect with quality work force
Accreditation Program for Tourism Training Institutions
Accreditation for Culture Tour Guide Training Institutions

Aims to standardize the training curriculum, facilities and faculty in order to resolve the quality gap existing among regional training institutions.
Accreditation for Culture Tour Guide Training Institutions

KTO
- Accrediting qualified training courses through careful evaluation
- Enhancing the credibility and the professionalism of the accreditation
- Evaluating process through operating an evaluation committee
- Managing the quality of education through on-site monitoring

Institutions
- Establishing an operation plan for a training course that meets the accreditation requirements along with applying for accreditation

Accredited 25 Culture Tour Guide Training Institutions
Developing Vocational Hotel Management Schools

To develop outstanding hotelier academies that can effectively supply competent hotel work force

To develop a leading hotel management schools through proposing a criterion on the training courses

< Support>

➢ **Practice-oriented Curriculum Management Support:** Designing curriculum focused on enhancing students abilities and training program management support

➢ **Incubation:** Consulting support through the monitoring by tourism experts
On-line Hub for Tourism Workforce
On-line Hub for Tourism Workforce

Provides tourism training information, certificate issuance service, and job placement service which enable the provision of a one-stop service where “education-training-employment” are all linked together.
On-line Hub for Tourism Workforce

A training and employment information venue where the tourism industry and the workforce exchange.

- **Tourism Workforce (Professionals)**
  - Tourism license holders such as tourist guides, and hotel workforce

- **Prospective Workforce (Trainees)**
  - Tourism related license examinees
  - Job seekers

- **Tourism Firms (Recruiting Firms)**
  - Tourism sector firms
  - Firms looking to recruit tourism workforce
  - Institutions looking to recruit tourism workforce

- **General Members**
  - People interested in tourism sector
  - Visit Korea members

- **Lecturers**
  - Related subject lecturers
  - Online lecturers

- **External Institution in charge of Training**
  - KTO and 8 other associations
  - Training provider
## Other Training courses offered by Organizations

### Construct and carry out customized tourism training curriculum for tourism workforce

<table>
<thead>
<tr>
<th>Organizations</th>
<th>Subject of Training</th>
<th>Organizations</th>
<th>Subject of Training</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Korea Tourism Organization</strong></td>
<td>▪ Tourist information workforce</td>
<td>Korea MICE Association</td>
<td>▪ MICE industry workforce</td>
</tr>
<tr>
<td></td>
<td>▪ Tourism public officials</td>
<td></td>
<td>▪ MICE industry job seekers</td>
</tr>
<tr>
<td>Korea Tourism Association</td>
<td>▪ Tourist information center employee</td>
<td>Korea Hotel Association</td>
<td>▪ Hotel industry workforce</td>
</tr>
<tr>
<td></td>
<td>▪ Domestic travel guide</td>
<td></td>
<td>▪ Hotel industry job seekers</td>
</tr>
<tr>
<td></td>
<td>▪ Ancient palace guide</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Korea Tourist Guide Association</td>
<td>▪ Tourist guide license seekers</td>
<td>Korea Association of Amusement Parks and Attractions</td>
<td>▪ Business proprietor,</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>▪ Safety manager,</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>▪ Safety attendant,</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>▪ Public officials</td>
</tr>
<tr>
<td>Korea Association of Travel Agents</td>
<td>▪ Tour conducts</td>
<td>Korea Casino Association</td>
<td>▪ Casino industry workforce</td>
</tr>
<tr>
<td></td>
<td>▪ Travel agency workforce</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

KOREA TOURISM ORGANIZATION
Tourism Workforce Development Council

**Operation Purpose**
- Share and solve pending issues in the training of professional tourism workforce
- Build a cooperative network for efficient management of the tourism workforce

**Operation Method**
- Twice a year (Once every semester) / when necessary

**Government (3):**
1. Ministry of Culture, Sports & Tourism
2. Korea Tourism Organization
3. Korea Tourism & Culture Institute

**Consultant (6):**
1. Tourism Sciences Society of Korea
2. Korean Hospitality and Tourism Academy
3. Korea Tourism Education Research Association
4. Human Resources Development Service of Korea
5. Korea Research Institute for Vocational Education and Training
6. Tourism college professors

**Tourism Industry Associations (6):**
1. Korea Tourism Association
2. Korea Association of Travel Agents
3. Korea Hotel Association
4. Korea Casino Association
5. Korea Tour Guide Association
6. Korea Association of Amusement Parks and Attractions