

Tourism Human Resources Development Program

April 1, 2016

Tourism Human Resource Development Institute
Korea Tourism Organization

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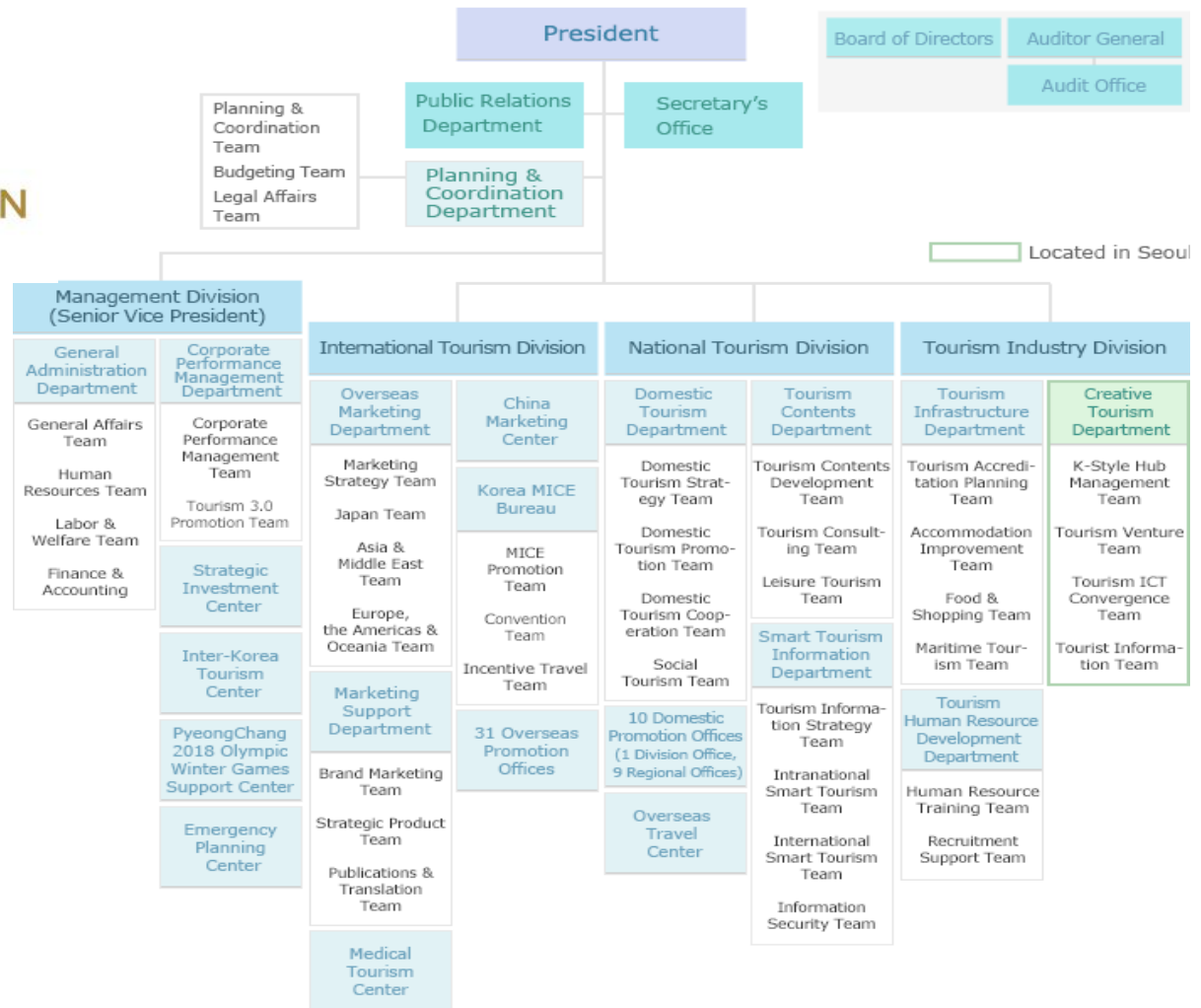


I. Tourism Human Resource Development Institute (THRDI)

II. Tourism Human Resources Development Program

I. Tourism Human Resource Development Institute

Korea Tourism Organization



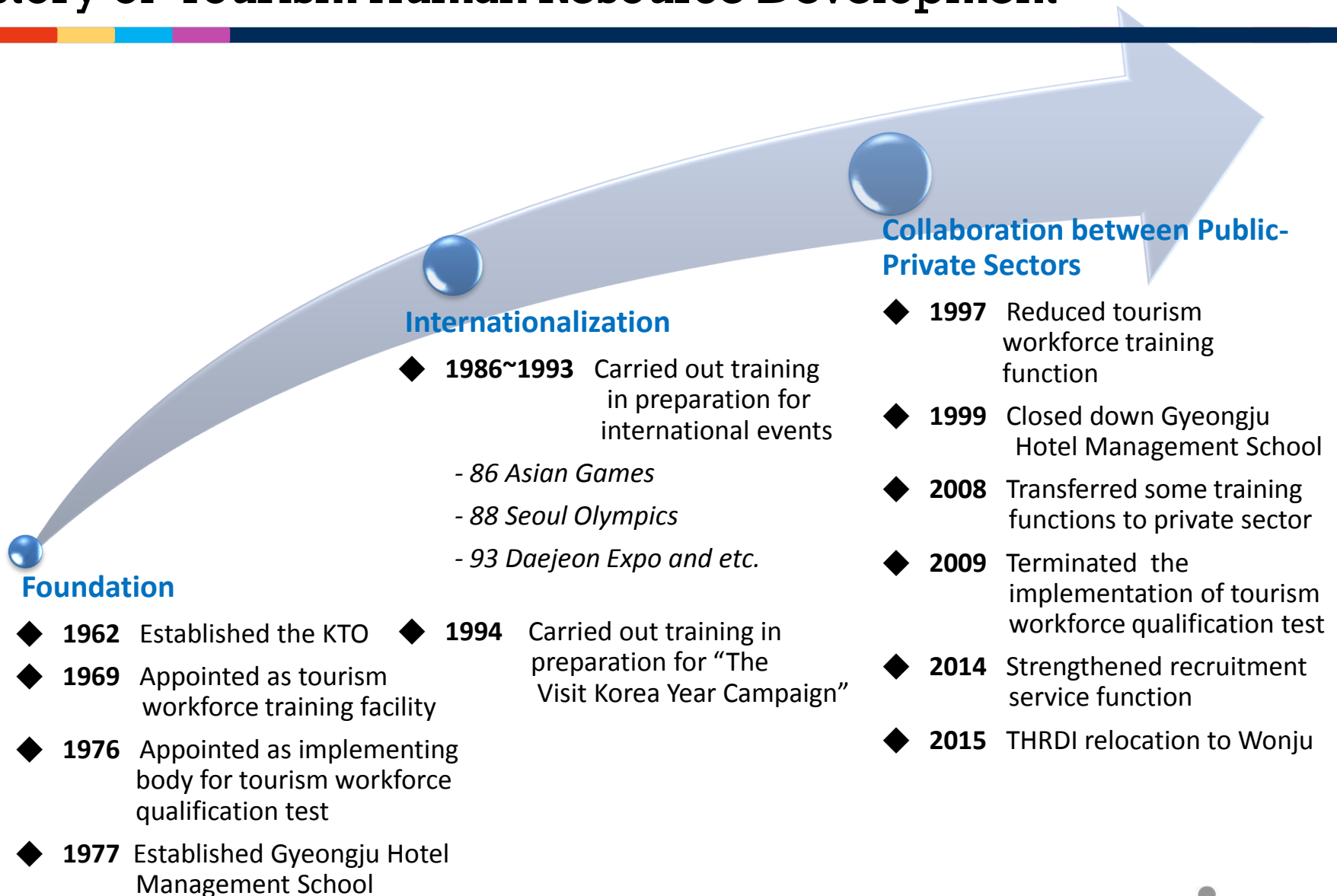
Organization

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

Number of Employees

- 605 Employees

History of Tourism Human Resource Development



Tourism Human Resource Development Institute

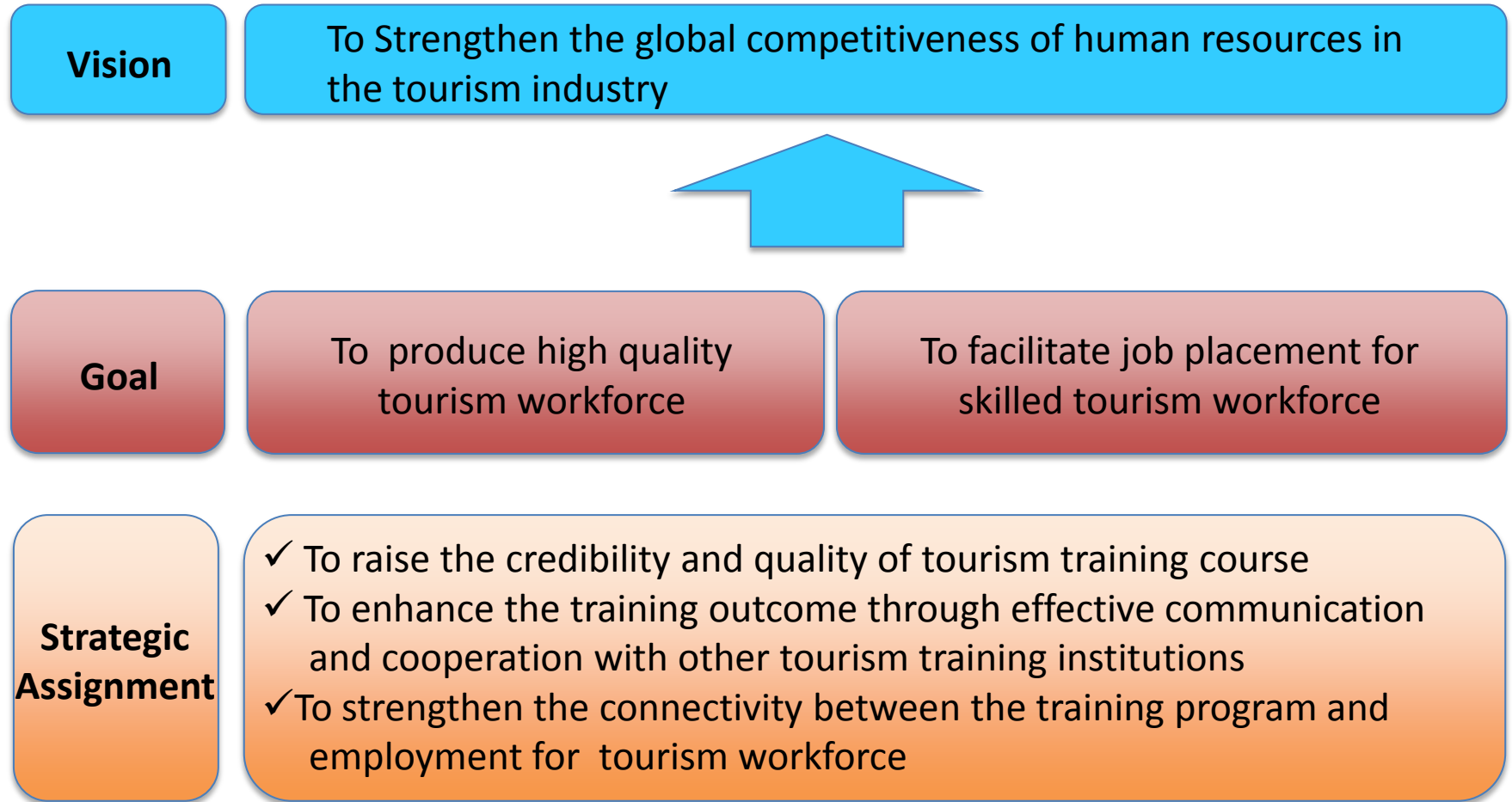
✚ Independent building of 4 floors

✚ **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





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

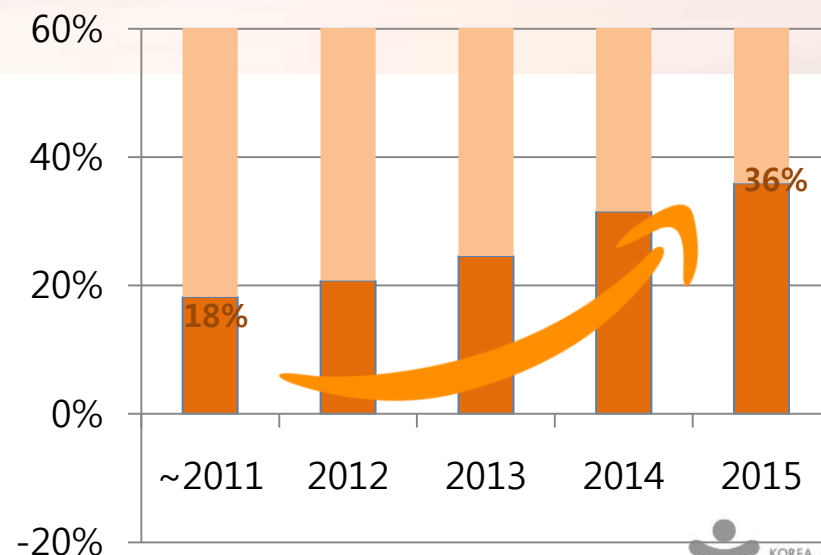
Number of Tourist Guides

<i>English</i>	<i>Japanese</i>	<i>Chinese</i>	<i>French</i>	<i>German</i>	<i>Spanish</i>	<i>Russian</i>	<i>Malay- Indonesian</i>	<i>Vietnamese</i>	<i>Thai</i>	<i>Arabic</i>	Total
6,159	10,330	9,613	178	115	103	116	37	25	79	2	26,784

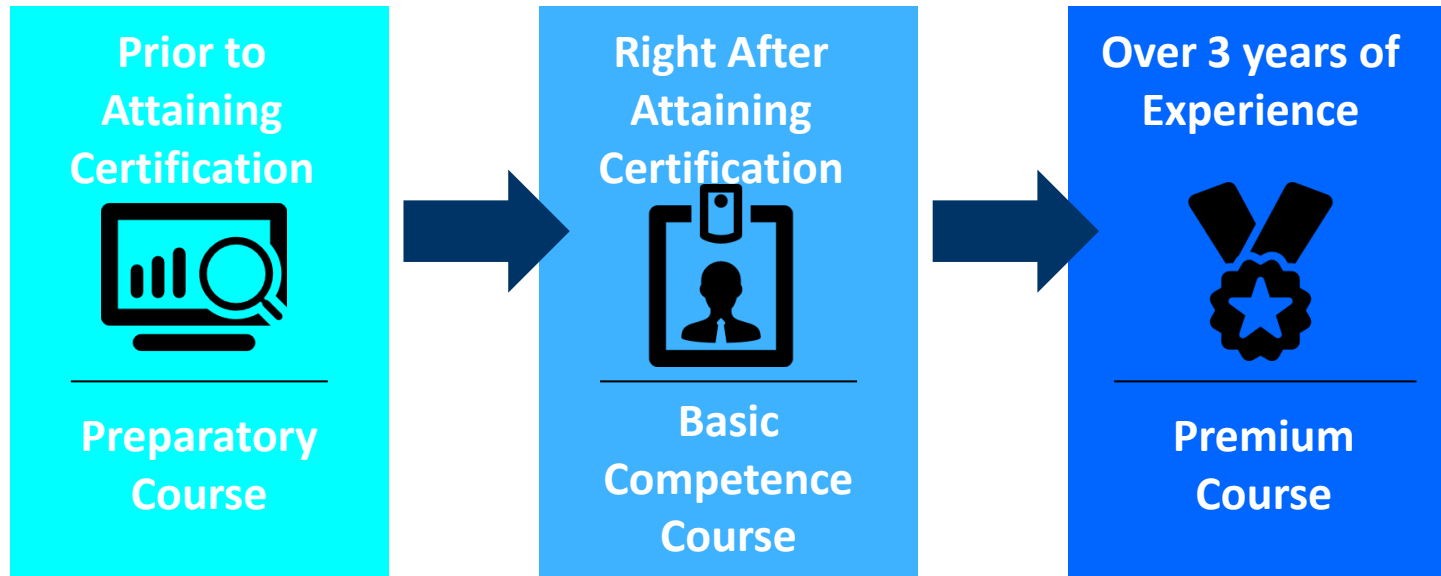
Number of Chinese Speaking Tourist Guides



Percentage of Chinese Speaking Tourist Guides



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)

[Duration : 10 Days]

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

[Duration : 3 Days]

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

Hallyu Tourism



Buddhism & Confucian Culture



Traditional Cuisine



UNESCO World Heritages





Job Placement Support for Youth



Customized Job placement Support for Youth



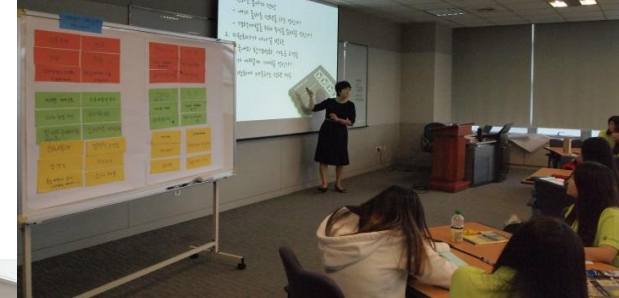
Hotelier Course for Tourism High School Students

- 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



Tourism Industry Job Fair

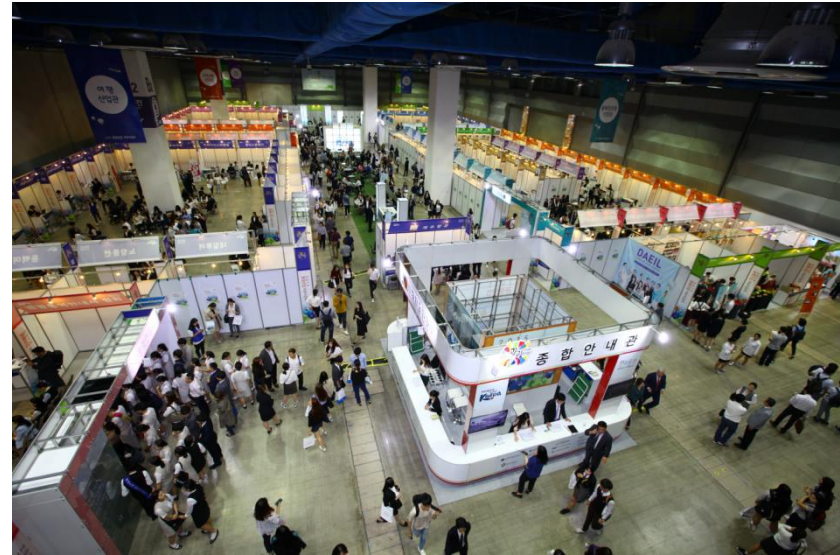
- ✚ To encourage job placement for youth
- ✚ To provide opportunity for tourism industry firms to connect with quality work force

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





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.



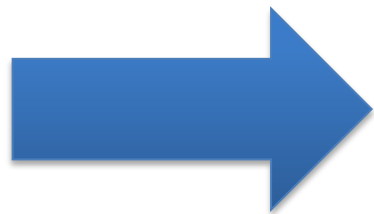
Accreditation for Culture Tour Guide Training Institutions

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

Category
Introduction
Training Course
Employment Information
Certificate Issuance
Support Center



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

Other Training courses offered by Organizations



Construct and carry out customized tourism training curriculum for tourism workforce

Organizations	Subject of Training	Organizations	Subject of Training
<i>Korea Tourism Organization</i>	<ul style="list-style-type: none"> ▪ Tourist information workforce ▪ Tourism public officials 	<i>Korea MICE Association</i>	<ul style="list-style-type: none"> ▪ MICE industry workforce ▪ MICE industry job seekers
<i>Korea Tourism Association</i>	<ul style="list-style-type: none"> ▪ Tourist information center employee ▪ Domestic travel guide ▪ Ancient palace guide 	<i>Korea Hotel Association</i>	<ul style="list-style-type: none"> ▪ Hotel industry workforce ▪ Hotel industry job seekers
<i>Korea Tourist Guide Association</i>	<ul style="list-style-type: none"> ▪ Tourist guide license seekers 	<i>Korea Association of Amusement Parks and Attractions</i>	<ul style="list-style-type: none"> ▪ Business proprietor, ▪ Safety manager, ▪ Safety attendant, ▪ Public officials
<i>Korea Association of Travel Agents</i>	<ul style="list-style-type: none"> ▪ Tour conducts ▪ Travel agency workforce 	<i>Korea Casino Association</i>	<ul style="list-style-type: none"> ▪ Casino industry workforce

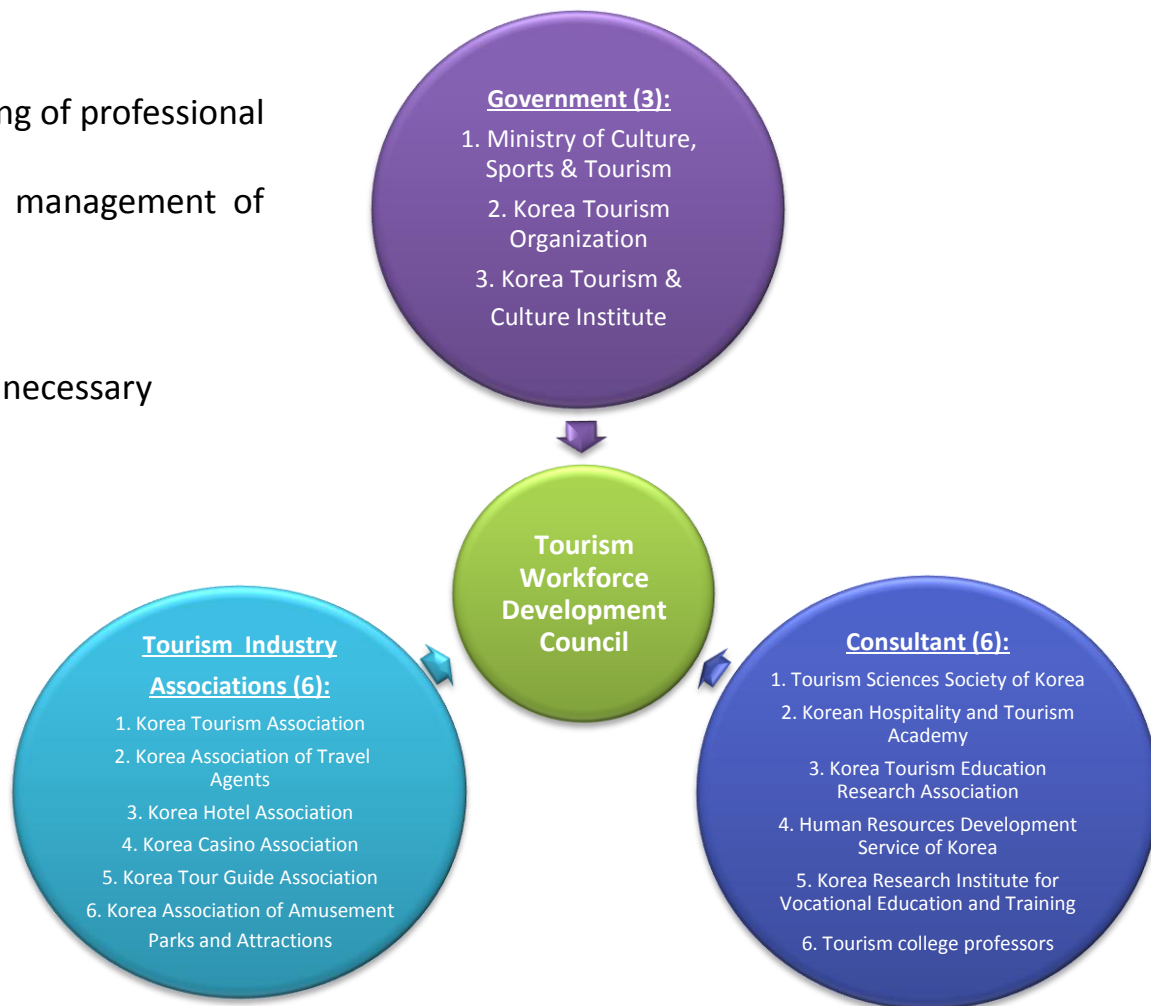
Tourism Workforce Development Council

✚ 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





KOREA
TOURISM
ORGANIZATION