



TOUR QUALITY JAPAN

INBOUND TOUR OPERATORS

*A Truly Memorable Trip to Japan
with Safe, Secure Member Companies*



Japan Association of Travel Agents

Enjoy a Safe, Worry-Free, High-Quality Trip

The Japan Association of Travel Agents (JATA) created the Quality Assurance System for Tour Operators with the goal of enabling foreign travelers who visit Japan to enjoy high-quality trips that are safe and worry-free. To satisfy foreign travelers who visit Japan, JATA wants the travel industry to work collectively to boost the quality of travel so that foreign travelers will be able to fully enjoy its attractions as a destination.

The Quality Assurance System is an independent initiative by the travel industry that assesses the quality of tour operators in the three categories of compliance, quality management and service level, and CSR. Tour operators who meet specific standards are certified. An effort is made to select companies for certification with attention first of all to whether they themselves comply with laws and regulations pertaining to tour operators and also with attention to whether their subcontractors as well as the products and services they offer to customers comply as well.

As part of our preparation of an emergency system to provide safe, worry-free products and services for all travelers, we are promoting emergency-response education for staff and the construction of a cooperative system for subcontractors. Moreover, we are endeavoring to give the utmost consideration to travelers' diversity, including their religion, ethnic group, and culture, when suggesting travel product plans and services, and we are working to deepen the understanding of travel staff regarding these matters.

So that neutrality and fairness are maintained, certification of tour operators is carried out by the Quality Assurance Review Committee for Tour Operators which is composed of key figures such as attorneys and university professors as well as administrative officials. Certified tour operators are allowed to use the "Tour Quality Japan" mark. I certainly hope travelers will use tour operators with this mark, who offer high-quality products and services that are safe and worry-free.

From here on, JATA will work hard to offer high-quality tours and services that are safe and worry-free. We are excited to welcome travelers to Japan.



Kazuaki Maruo

Chairman, Inbound Travel Promotion Committee
Japan Association of Travel Agents (JATA)

(President and Chief Executive Officer, Nippon Travel Agency Co., Ltd.)



Looking Forward to Developments of the Quality Assurance System

Please Enjoy a Wonderful Stay in Japan

The Japan National Tourism Organization (JNTO), a public body that specializes in inbound tourism, is launching initiatives so that foreign travelers will enjoy a stay in Japan that is full of hospitality. JNTO is actively promoting a flow of information from Japan to overseas on the attractions in Japan, preparing an environment to receive foreign visitors, and promoting the holding of international conferences, etc. These activities are being conducted through JNTO's overseas offices and its website to increase the number of foreign travelers coming to Japan.

With JATA's Quality Assurance System for Tour Operators supporting these efforts by JNTO, foreign travelers who visit Japan will be able to enjoy a higher quality trip that is safer and more worry-free, and I hope that it will make their sojourn in Japan a wonderful experience.

Some people may be concerned that traveling in Japan will be expensive, but it has been demonstrated that hotels and meals are actually quite affordable. Now that the yen is cheaper, this is an optimal time for traveling with ease.

We whole-heartedly welcome your trip to Japan and look forward to your arrival.

Ryoichi Matsuyama
President, Japan National Tourism Organization (JNTO)



Private Sector's Independent Initiatives are Highly Significant

Japan's greatest attraction, in addition to its unique culture, traditions, and natural beauty, is the fact that it is a "safe and secure country" where people are highly trustworthy. However, until now, that trustworthiness has been an abstract quality stemming from Japanese people's character and temperament. The fact that JATA, an industry organization, had the idea to give it form and make it visible using a certification system represents a major breakthrough. It is highly significant that this is not a system of regulations enacted by law but rather is a purely independent initiative by the private sector.

Tourism exchanges are essentially grassroots "private-sector diplomacy," and that is why it is important for travelers visiting Japan from other countries to get to know Japan properly. They should experience high-quality trips so they can understand Japan's history and culture as well as modern society and people's lives, against the backdrop of reliable safety and peace of mind.

I believe that JATA's Quality Assurance System for Tour Operators will function as a mechanism to further deepen tourism exchanges and will enable visitors from other countries to enjoy Japan in a profound and genuine way.

Hiroyasu Sato
Chairperson of Quality Assurance Review Committee
for Tour Operators (Professor of Matsumoto University)



True Charm on a Trip through Japan

The Art of Hospitality-Omotenashi

Japan is a land of endless discoveries with something for every visitor. The serene natural beauty, the art, the culture, the highly developed super convenient infrastructure, the superb cuisine to delight every palate- so much to see, do, taste and experience. To complement all of these amazing attributes the Japanese people have a culture of hospitality deeply engrained in their DNA.



Travellers to Japan often seem amazed by the level of Japanese hospitality and how welcomed they feel in a land which otherwise appears so exotic or “foreign”. Omotenashi- as it is known is the Japanese art of making a visitor feel truly welcome at ease and looked after. There is something incredibly humbling in the Japanese genuine approach to service and the attention to detail. It is as if Japan invented hospitality.

With the support and expertise of the travel industry it’s time for more international visitors to experience the heart of Japanese Omotenashi.

Alison Roberts-Brown

Originally from Australia, Alison first lived in Japan as a student aged 15 and later made a career there residing in Tokyo for 17 years. Alison has published a book in Japanese on the subject of travel. Alison is the Director of a tourism marketing business based in Sydney Australia.

Enjoy the Diversity of Japanese Essence

Passionate, delicate, impressive, reserved, mild, exciting, beautiful; all these and many others are Japan. Living in Japan more than decennia gave me the opportunity to discover the different faces Japan offers. I believe it is the only country on the planet which succeeds to perfectly marry tradition, modernism, cultural heritage and infrastructure. It is possible to find in Japan almost everything we have in the world but vice versa is not the case. Recent years confirms how popular Japan is and the number of fans of mangas, Japanese cars, kimono, newest technology, samurai, unique pop culture, ikebana, haiku, gastronomy, anime and tea ceremony are increasing everyday. Probably the safest country in the world, gives us the opportunity to enjoy the essence of Japan itself. Travelling in Japan is always an unexpected experience.



Edouard Tripkovic Katayama

A graduate of La Sorbonne in Paris, Edouard was Representative of Republic of Croatia for Aichi Expo 2005 and worked at Embassy of Republic of Croatia in Japan. Edouard is currently Director of Croatian National Tourist Board Japan office.

Land of Concealed Treasures

Japan’s many marvels continue largely undiscovered even today. Its cuisine, the most refined and elegant in the world, is based on bringing out the natural tastes of fresh, carefully prepared ingredients. Traditional chefs spend a lifetime learning to perfect just one dish. The result is elegant presentation and exquisite taste. Seasonal, fresh foods are sophisticatedly celebrated on seasonal tableware. In Japan you eat twice: first with your eyes and then with your mouth.



The world’s oldest extant spa system still exists right in Tokyo! Hot springs are luxurious, but nowhere but at the public bath can you see the dynamics of a neighborhood in action. It’s one of my favorite places. This vanishing, dynamic ‘window’ on Japanese esthetics and outlook remains an unsung treasure of everyday Japan, one of its fascinating rituals.

Zen thought, as well, is cascading around the world as ‘live in the now’ packaged as ‘new religion or philosophies.’ Try the ancient art of meditation on a quiet temple veranda, overlooking a carefully landscaped garden... here in Japan are the experiences you have been longing for.

Elizabeth Kiritani

Elizabeth Kiritani is a journalist with a seven-year running, weekly column for the largest newspaper in Japan, the Yomiuri Shimbun. She is an active member of various government committees. In 2008 Elizabeth was named Yokoso Cultural Ambassador to Japan by the Japanese government.

Recommended by Friends of TQJ

Global Travellers Aspire to Visit Japan

Because of its mono culture and ethnicity, there is a consistency about the travel experience in Japan that somehow makes it familiar and welcoming. The surprise is the amount of diversity and beauty of the natural landscape packed into a relative small country, from the pristine snow country in Hokkaido to the tropical beauty of Okinawa. Add to this many



wondrous mega-cities such as Tokyo and Osaka, authentic Japanese cuisine just everywhere and its comprehensive public transportation renowned for punctuality, Japan is a delight to visit.

Irrespective of language ability, the visitor is assured of a polite and genuine welcome. It is said ryokans were the first commercial lodging concept to appear hundreds of years ago, which helps to explain Japan's minute attention to detail and legendary service standards.

Experienced global travellers increasingly aspire to visit Japan, but still need travel industry support to materialise their dream. Help them make their visit a resounding success.

Tony Virili

During his 32 year career in Japan Tony has represented major Australian and international corporations and Tourism Australia. He is best known to the travel industry for his illustrious career in the hotel industry. Tony is currently the Principal of Side Bar Advisory Services.

Catherine's Japan – an Infinite Love Affair!

I have enjoyed each and every day of my stays in Japan. I have had the immense privilege to live with a Japanese family who shared with me the amazing Japan "Heart" of Living. With friends of any nationalities and ages, I have tirelessly traveled throughout this amazing country. From mountains to the seas, from cherry blossoms to snow capped temples and villages ... each month is a feast for the eyes and for the palate. My ultimate passion is of course the discovery of onsens. Having visited hundreds, I am literally a "onsen otaku": with the extraordinary blend of traditional architecture of the ryokans and the beauty of nature that surrounds them, the serenity that engulfs them, all is there to peacefully rejuvenate you. Discover Japan's many worlds: its vibrant modern cities and its enchanting countryside ... and of course, do not forget to pay a visit to "my hometown": Hida Takayama!



Catherine Oden

Catherine is a renowned tourism expert who spent 14 years at the French Tourist Office in Japan. Over the years, in her role promoting her own country she has developed an immense passion for Japan and its people. Catherine is currently the Director of The French Tourism Office in India.

Why Japan is an Excellent Holiday Destination

It is a land of amazing contrasts be they landscapes, culture, cuisine, architecture, climate, attractions, or accommodation. It is a microcosm of so many holiday experiences in one small archipelago, always delivered with the world's best service, attention to detail, and quality. It is a busy and bustling place full of energy but also the safest, cleanest and most friendly country in the world.



Jason Hill

Jason was Regional Manager Japan and Korea at Tourism New Zealand based in Tokyo for over 5 years. In Japan he was elected Chairman of the Association of National Tourism Organisations. Jason Hill is currently the Manager Tourism at Auckland Tourism, Event and Economic Development (ATEED).

To fully appreciate and enjoy Japan you have to be open minded and prepared to move out of your comfort zone. There is so much more than the stereotypical sushi, Mt Fuji, and geisha girls. Spend a day in rural Japan with the locals and experience the breathtaking mountain scenery, stay at a traditional ryokan inn, soak in a rejuvenating hot spa (naked of course), enjoy the local cuisine and sake of the area, before sleeping on your futon mattress, on traditional tatami mats. The ultimate way to experience the real Japan!



Certified Tour Operators/Travel Agents by TQJ (as of October 1, 2013)

Active Members of JATA

1. **Nippon Travel Agency Co., Ltd.**
<http://www.ntainbound.com/>
2. **HANKYU TRAVEL INTERNATIONAL CO., LTD.**
<http://www.hankyu-travel.com/english/>
3. **Meitetsu World Travel Inc.**
<http://www.mwt.co.jp/profile/english.shtml>
4. **Japan Gray Line Co., Ltd.**
<http://www.jgl.co.jp/inbound/>
5. **ANA Sales Co.,Ltd**
<http://www.anas.co.jp/eng/company/outline.html>
6. **JTB Corp.**
<http://www.jtbcorp.jp/en/>
7. **Tonichi Travel Service Co., Ltd.**
<http://www.japan-coachman.com/>
8. **TOPTOUR CORPORATION**
<http://www.toptour.com/en/>
9. **JTB Global Marketing&Travel Inc.**
<http://www.jtbgmt.com/>
10. **Kintetsu International**
<http://www.knt.co.jp/en/top.html>
11. **CYTS JAPAN CO.,LTD**
http://cyts.co.jp/company/profile_en.html
12. **Travel Innovation Japan Inc.**
<https://www.facebook.com/ThailnboundJapan>
13. **JTB Western Japan, Corp.**
<https://www.facebook.com/jtbitdw>
14. **JTB KYUSHU Corp.**
<http://www.jtbcorp.jp/en/>
15. **JTB OKINAWA Corp.**
<http://www.okinawatraveler.net/company02.html>
16. **JR EAST VIEW TRAVEL SERVICE CO.,LTD.**
<http://www.v-travels.co.jp/e>
17. **JTB Tokyo Metropolitan Corp.**
<http://www.royalroadginza.com/>
18. **JTB Central Japan Corp.**
<http://www.jtbcorp.jp/en/>

19. **Nankai Travel International Co., Inc.**
<http://www.nanka-e-tabi.com/en>
20. **H.I.S.CO.,LTD.**
<http://his.co.jp/english/>
21. **JTB KANTO Corp.**
<http://www.jtbcorp.jp/en/>
22. **NOKYO TOURIST CORPORATION**
<http://ntour.jp/english/>
23. **TOPPAN TRAVEL SERVICE CORPORATION**
<http://www.toppanttravel.com/corporate/english/>
24. **JTB HOKKAIDO Corp.**
<http://www.jtbcorp.jp/en/>
25. **TOBU TRAVEL CO., LTD.**
<https://tobu-discountpass.tobutravel.co.jp/en/>
26. **JTB TOHOKU Inc.**
<http://www.jtb.co.jp/shop/ShopOther.aspx?shopid=1260&branchno=2>
27. **JUMBO TOURS CO., LTD.**
<http://www.jumbotours.co.jp>
28. **NOE Corporation**
<http://cfive.noe-j.co.jp/service/inbound.html>
29. **ODAKYU Travel CO., Ltd.**
<http://www.odakyu-travel.co.jp/english/e-index.html>
30. **NIPPON EXPRESS TRAVEL CO., LTD.**
<http://www.nittsu-ryoko.co.jp/visit-japan/index.html>

Non-Members of JATA

31. **JAPAN HOLIDAY TRAVEL CO.,LTD**
<http://www.jph.co.jp/index.php?lang=en&contents=home>
32. **Triangle Japan DMC Limited**
http://www.triangle-group.jp/top_en.php
33. **ASAHI HOLIDAY SERVICE CO., LTD.**
<http://www.asahiholiday.jp>

You can check the latest certified tour operators/
travel agents on the following page :

<http://en.tour-quality.jp/list/>

Japan Association of Travel Agents (JATA)

An association sanctioned by the Minister of Land, Infrastructure, Transport and Tourism based on the Travel Agency Law, JATA seeks to improve the quality of services provided to travelers to and from Japan. It contributes to the development of the travel and tourism industry through a variety of activities including disseminating information, encouraging cooperation among members, and promoting the development of businesses and legislation that will benefit the membership and the industry at large.

■ Outline of JATA

- **Headquarters**
Zen-Nittu Kasumigaseki Bldg. 3-3 Kasumigaseki 3-chome, Chiyoda-ku, Tokyo 100-0013, Japan
Phone: 81-3-3592-1271 Fax: 81-3-3592-1268
- **Chairman** Jungo Kikuma (Chairman&C.E.O./ World Air-Sea Service Co., Ltd.)
- **President** Tatsuro Nakamura
- **Chapter** Hokkaido, Tohoku, Kanto, Chubu, Kansai, Chu-Shikoku, Kyushu, Okinawa
- **Members** (as of July, 19 2013)
Active Members : 1,119 travel agents
Associate Members : 491 travel agencies not Active Members
Allied Members : 89 companies and organizations closely related to the travel industry
Overseas Allied Members : 600 non-resident travel agencies, transportation companies, hotels, destinations, travel and tourism suppliers
<http://www.jata-net.or.jp/english/>



Presenting the True Charm of Japan



It is with great pleasure that I announce the launch of the Quality Assurance System for Tour Operators, which enables people from other countries to travel to Japan with confidence. I am very happy to say that we have created a system for introducing, to people around the world, trustworthy tour operators who can offer travel suggestions so that travelers can satisfyingly experience the true charm of Japan.

Japan is a wonderful country for people who love to travel. First, there is the sense of safety that is so important when travelling. Many foreign visitors say that there is no other country as safe as Japan. You can walk through the alleyways of large cities at night with no worries, and even in the remotest countryside, there are absolutely no issues with road conditions or sanitation because Japan is a very clean country. There is no other country like it in the world. I hope that many people from other countries will enjoy the ease of walking around anywhere Japan.

Going forward, we will reveal details on our website and other media about high-quality tourist attractions in Japan from various angles, including introduction of travel routes as well as small towns and villages where you can experience the true goodness of Japan, the one-of-a-kind quality food and festivals found in local areas across the country, and the natural beauty in the different seasons of the year.

As their mission, our member companies are working on the development of planning and operations that will enable travelers to experience the wonderfulness of Japan and to fall in love with it so that they will want to return to Japan over and over again.

Please look forward to forthcoming developments.



Jungo Kikuma
Chairman, JATA

Quality Assurance System for Tour Operators <http://en.tour-quality.jp/>



**TOUR
QUALITY
JAPAN**

INBOUND TOUR OPERATORS



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