



# Accredited Tour Operators



Quality Assurance Review Committee for Tour Operators Office

## What is the Quality Assurance System for Tour Operators ?

This Quality Assurance System assesses quality in the tour operator industry in three categories - corporate governance, service quality and CSR - and seeks to certify exemplary enterprises.

Through the Quality Assurance System we hope to provide travelers to Japan with safe, worry-free, quality trips they can enjoy, and make it easier for certified enterprises to appeal to customers.

By increasing the number of certified enterprises, we also hope to raise quality across the industry, leading to more travelers visiting Japan and more repeat visitors.



**TOUR  
QUALITY  
JAPAN**

**INBOUND TOUR OPERATORS**



## Certification Criteria

### 1. Eligible Enterprises: Tour operators (travel agencies)

#### 2. Assessment Criteria:

We assess enterprises on corporate compliance with laws and regulations, quality control and service standards and CSR to certify exemplary enterprises with the following qualities.

##### (1)Corporate compliance with laws and regulations

The enterprise complies with laws and regulations as a tour operator. In addition, when it selects a subcontractor to arrange tours, it takes care so that the subcontractor, too, complies with laws and regulations, and the tour operator makes its best effort to ensure customers are provided with products in accordance with laws and regulations. Furthermore, as international interest in protecting personal information is increasing, the enterprise, as a company, possesses a management system so that it can properly manage travelers' personal information.

##### (2)Quality control and service standards

In order to provide travelers with safe and worry-free products, the enterprise has a thorough system to prepare for times of emergency and endeavors to build a cooperative framework with travel arrangement subcontractors or train staff to respond in a time of emergency.

In addition, the enterprise treats comments and other feedback from travelers seriously and constantly endeavors to improve quality control and service.

##### (3)CSR (corporate social responsibility, environmental-friendliness and social action programs)

When planning travel products for travelers to Japan, the enterprise gives utmost consideration to diversity, including religious, ethnic and cultural diversity, and strives to deepen its staff's understanding thereof.

In addition, the enterprise makes its best effort so that its products have as small an impact as possible on the environment. Furthermore, the enterprise is proactive as a company in social action programs as well.

### 3. Certification Requirements:

The above three assessment criteria are quantified and enterprises that meet the criteria at or above a certain level are certified by a certification body called the Quality Assurance Review Committee. However, the following are absolute requirements for certification.

1.The enterprise is a registered travel agency.

2.The enterprise has acquired a P-mark (under the PrivacyMark System). If it has not acquired one, the enterprise plans to do so within 1 year and shall submit a written pledge that it will acquire a P-mark.





# TOUR QUALITY JAPAN

INBOUND TOUR OPERATORS



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# Travel Innovation Japan inc.

## ◆ Strong Points

- 1 We have Thai & Malaysian staffs, and Japanese staffs have experience living in Thai, Malaysia, and Vietnam making our understanding to ASEAN needs better.
- 2 With experience as domestic tour specialist, we can arrange places those are difficult to be booked by foreign clients. And for MICE, we have a wide range of event spaces all over Japan.
- 3 Lots of experiences in Visit Japan projects give us chance to know lots of latest information regarding tourism industry. Thus we are able to offer you refreshing tour ideas.
- 4 In our office, we have a Tourist Information Center recognized by JNTO. Tourists can find travel information here and there is also praying space for Muslim visitors' convenience.
- 5 Domestic & international flights, railway passes, and sumo tickets arrangements are available. Not only that, we offer insurance plan for foreigners during their stay in Japan.

## ◆ Type of Service

Group Travel	Pleasure Trip	Incentive & Meeting	Conference & Event	FIT	Online Reservation System	Cruise	Other
○	○	○	○	○		○	○

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