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

<table>
<thead>
<tr>
<th>Area</th>
<th>Targets</th>
<th>Direction</th>
</tr>
</thead>
<tbody>
<tr>
<td>Development of human resources for tourism fields</td>
<td>Strengthening the tourism industry's international competitiveness</td>
<td>Accommodation operators, travel agencies etc. (university undergraduates / postgraduate)</td>
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<tr>
<td></td>
<td>Creating attractive tourist regions</td>
<td>Municipalities and tourism associations, travel agencies and accommodation operators, NPOs and local industries (university undergraduates / postgraduates)</td>
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<tr>
<td></td>
<td>Promoting inbound travel</td>
<td>Municipalities and ryokans</td>
</tr>
<tr>
<td></td>
<td>MICE events and related areas</td>
<td>Municipalities, convention bureaus, meeting event operators, hotel operators</td>
</tr>
<tr>
<td></td>
<td>Fostering awareness of and attitudes towards importance of tourism in general</td>
<td>Elementary to senior high school students</td>
</tr>
<tr>
<td></td>
<td>Development of human resources for officials in tourism</td>
<td>Officials of JTA and municipal authority</td>
</tr>
</tbody>
</table>
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 management strength;
- 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.