

Abstract

Section 1 Background and Necessity of Research

1. Background of Research

- To operate quality certification business of Jeju tourism
 - To prevent confusion of tourists due to similar · overlapped operation of the field of tourism quality field
 - To prevent confusion in the field of tourist, tourism-related business and to prepare the foundation for effective operation · management · promotion systems
- To reflect the distinct characteristics of Jeju and to prepare methods for linkage for the introduction of a comprehensive quality tourism service (Korea Quality)
 - Existing ‘Excellent Tourism Enterprises of Jeju ‘ within the Do is operating the quality tourism service (Korea Quality) and Korea Tourism Organization (KTO) is preparing for introduction of the national-level ‘ Comprehensive Quality Tourism Service(Korea Quality) ‘
 - The national-level ‘ Comprehensive Quality Tourism Service(Korea Quality) ‘ prepares the standard for evaluation, which can be applied more universally than the features of the region
 - The evaluation standard needs to be developed and reflected considering the current status of tourism enterprises of Jeju
- To prepare methods for effective operation of tourism-related certification system including the existing excellent tourism enterprises of Jeju
 - Insufficient methods for promotion · management for enhancing the participation of the tourism industries of Jeju in the excellent tourism enterprises in Jeju
 - Basic method and plan for execution of activation of the excellent tourism enterprises of Jeju need to be prepared.

2. Purpose of Research



Section 2 Analysis on Quality Tourism Service (QTS) of Korea and Overseas

1. Similar Quality Tourism Service (QTS) of Overseas

- To execute various policies for activation of system
 - To proceed motivation, benchmarking and workshop through rating system
 - The ‘most reliable brands of the UK’ can be used freely for certificate, nameplate, posting of commercial and especially for acquisition of AA
 - To develop human network, to provide knowledge continuously and to support for workshop with experts
 - To execute subdivided award system within the rating according to the maturation of system : Breakfast Award
- Feature
 - Evaluation standard sets the scaling index around the comprehensive requirements
 - Presentation of special certification especially for the environment (Iceland-VAKINN)
 - To support for self produced agricultural goods : Harvest Breakfast Award
 - New Zealand Wall Mark: evaluation through classification of Sustainable Tourism Business (STB) into 4 types including health & safety, environment, social/ people, economy

2. Analysis on Operation of the Current Status of Quality Tourism Service (QTS) of Korea

○ ISO 9001 : 2015 current status analysis

- To apply values including principles of quality management, process accessing methods and reinforcement of leadership of CEO

○ Analysis on similar system

- Service KS rest condominium service, CCM, excellent service competitive enterprises

Quality Tourism Service	Main Feature	Implication
Certification System for Excellent Tourism Enterprises	<ul style="list-style-type: none"> ▪ Materialization of requirements for each service ▪ Result-based evaluation standard 	<ul style="list-style-type: none"> ▪ Evaluation standard needs to be utilized and the standard needs to be added in a perspective of process ▪ The lowest difficulty of evaluation
KTO Quality Tourism Service	<ul style="list-style-type: none"> ▪ Sub-division of evaluation standards in details ▪ Quality evaluation model is excellent but the evaluation standard is different from the quality evaluation model 	<ul style="list-style-type: none"> ▪ Insufficient leadership perspective ▪ The features of Jeju are not reflected for evaluation standard ▪ There are many items for evaluation but the difficulty of evaluation is low
ISO 9001:2015	<ul style="list-style-type: none"> ▪ Organization needs to provide the theoretical direction for performing quality management activity ▪ Designing of very excellent requirements in a perspective of PDCA 	<ul style="list-style-type: none"> ▪ These requirements are for almost all business parts and are valid for establishment of concepts of tourism service quality ▪ Variation is sever depending on examinant, The level of difficulty of evaluation is the highest therefore objectification is difficult,
Service KS	<ul style="list-style-type: none"> ▪ The evaluation standard is more specific than ISO 9001 but is less specific than that of excellent tourism enterprises and KT. Further, process and result are evaluated at the same time, ▪ Tourism-related certification standard has not been developed apart from condominium, It is relatively difficult to handle small lodging enterprises 	<ul style="list-style-type: none"> ▪ Process and result need to be evaluated at the same time ▪ Standard for evaluation of small business (cost-effectiveness) ▪ The evaluation difficulty is mid-level, Variables are expected depending on the examinant,
CCM	<ul style="list-style-type: none"> ▪ Consumer-oriented evaluation standard ▪ Only core elements for main classification need to be established ▪ Both process and result need to be evaluated at the same time 	<ul style="list-style-type: none"> ▪ Process and result need to be evaluated at the same time ▪ BM of main classification system is required
Enterprises with Excellent Service Quality Competitiveness	<ul style="list-style-type: none"> ▪ Both process and result need to be evaluated at the same time ▪ There are relative difficulties for handling of mid/small tourism enterprises 	<ul style="list-style-type: none"> ▪ Process and result need to be evaluated at the same time ▪ BM of main classification system is required

Section 3 Analysis on Distinctiveness of Tourism of Jeju

1. Future Strategy and Tourism Business of Jeju special self-governing province

- Local government with high ratio of tourism business
 - Tourism business accounts for 64.1% and 45.4% of the whole enterprises and employees respectively

Industrial classification		Enterprises (Number)	Employees (Number)		
			Total	Male	Female
TT	Whole Industry	57,821	259,376	137,729	121,647
G	Wholesale and retail	14,121	41,758	21,088	20,670
H	Transportation industry	5,761	14,283	12,473	1,810
I	Lodging and restaurant	15,585	50,897	19,429	31,468
R	Art, sport and leisure-related service	1,570	10,876	5,979	4,897
	Ratio of tourism	64.1%	45.4%	42.8%	48.4%

- To develop the 5 policy fields for reinforcement of competencies for economic growth of Jeju special self-governing province
 - 5 policy fields, 27 underpinning strategies and 82 specific tasks are being developed and executed
 - 5 policy fields and tourism industry are closely linked

2. Investigation on Awareness of Expert, Representative Consumer and Tourism Enterprises

- To sympathize with the need of operation of tourism quality tourism service of Jeju
- To draw the core elements of tourism service and to reflect these for evaluation standard
 - Service, safety management, sanitary condition, facility/environment management etc
 - The importance of core elements differs depending on the type of business
- The excellent tourism enterprises of Jeju appreciate the core elements of tourism quality highly compared to the non-certified businesses

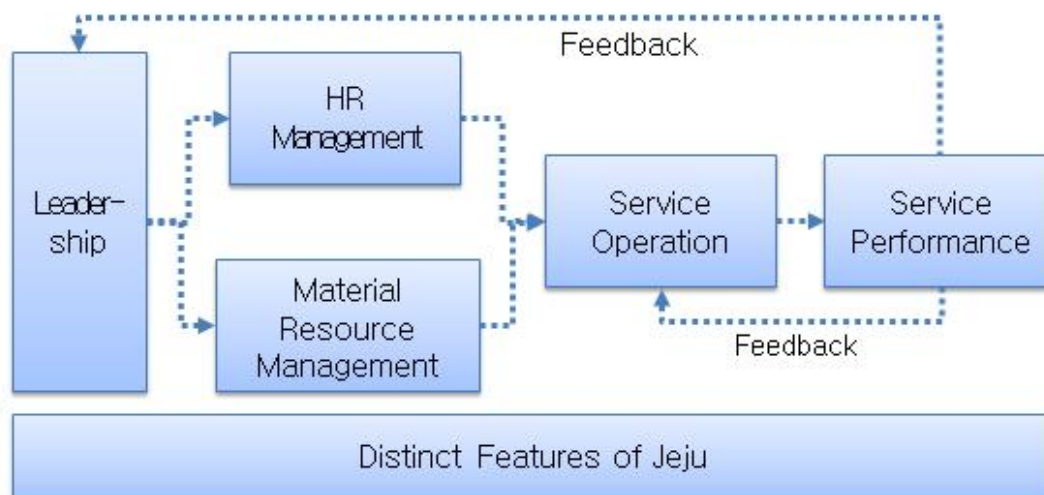
3. Preparation of Key Words of the Distinct Characteristics of Jeju

- To nurture global Jeju brand ²⁾
 - To draw the key words of Jeju' s image
- To draw the key words for the distinct feature of tourism business of Jeju
 - Clean natural environment
 - Exotic folk culture of Jeju

Section 4 Quality Tourism Service of Jeju

1. Overview of Quality Tourism Service of Jeju

- To develop quality tourism service of Jeju
 - To provide desirable management model of tourism enterprises
 - To develop the model through benchmarking MBNQA, ISO 9001, KTO and excellent tourism enterprises of Jeju

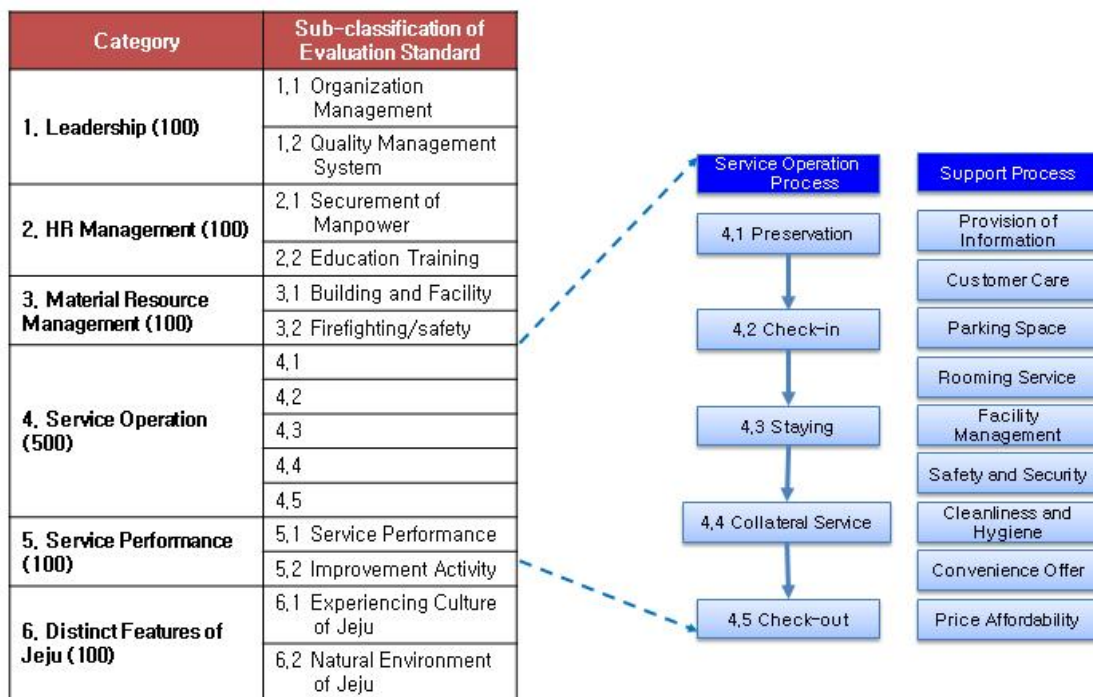


- To operate certification authority, educational organization and inquiry commission
 - Certification authority: certification screening, jury pool management and operation of inquiry commission etc.
 - Educational Organization: education, self-diagnosis service and consultation etc.

2) Image key words of Jeju have been drawn in the IBM's research service report, 2014

2. Certification Screening of Tourism Quality of Jeju

- To develop 6 standards for certification screening based on the Jeju's quality tourism service
 - Accommodation , restaurant, transportation, travel industry, tourism, tourism product/program businesses
 - To classify service operation process and supporting process by business type for development



- To develop certification screening process
 - To utilize matrix evaluation scale for evaluation
 - To develop methods for evaluations of document, site and incongruity countermeasure report

Section 5 Operation of Quality Tourism Service of Jeju

1. Operation Quality Tourism Service Jeju

- Certification system induces operation and promotion of tourism enterprises, which are specialized for Jeju
 - Purpose of operation : reinforcement of competency/competitiveness for tourism of tourism enterprises, improvement of satisfaction of tourists, activation of Jeju's tourism business

- Measurements of operation : education, self-diagnosis, improvement, consultation, evaluation, presentation of certification and promotion

○ Main features

- To configure package (policy, examination standard, support system) for activation of certification system
- Configuration through 3 stages (competency reinforcement, acquisition of certification, promotion/activation)
- To induce improvement of tourism quality through rating system

Score	Certification Level
800~1000	Premium
700~800	Excellent
600~700	Good
Under 600	-

2. Operation of Support System for Quality of Tourism of Jeju

○ To induce participation of enterprises through operation of support system

- Reinforcement of competency: prediagnosis, education program and support for consultation
- Acquisition of certification: nurturing of jury, support for evaluation and examination cost
- Promotion/activation: promotion and activation of sales etc.

○ Measurement for stabilization and activation of system

- To develop promotion channel: to operate special web-site including IT solution
- To link homepage(tourism organization, tourism association, Jeju special self-governing province etc.)
- To promote Jeju's quality tourism service and certification enterprises through the public media including airport, tourism site and TV
- To support production of certificate, certification mark, sign, symbolic icon and pamphlet
- To operate special promotion booth inside Jeju Welcome Center
- To promote overseas

Section 6 Direction of Mid/Long Term Development

1. Mid/Long-Term Road-map

- Establishment of foundation(2018) : to verify manufacturing, supplement and education/promotion
- Execution(2019) : to execute certification system, to promote education, guide and support systems
- Stabilization(2020) : to integrate excellent tourism enterprises of Jeju, to reinforce education, guide and competency for screening
- Distribution(after 2021) : to secure linkage of Korea Tourism Organization with the comprehensive quality tourism service

2. 2018' s Project

Main Classification	2018's Main Projects	Detailed Methods for Execution of Business
1.Verification and supplementation of system	Development of support system	<ul style="list-style-type: none"> ▫ Step-wise materialization of support system ▫ Development of promotion tool
	Establishment of ordinance	<ul style="list-style-type: none"> ▫ Assignment of managing department, authorization and educational organizations ▫ Sharing business and policies between departments of special self-governing province
	Verification of system and evaluation standard	<ul style="list-style-type: none"> ▫ Review on feasibility of operation of system ▫ Execution of pilot businesses of 2 enterprises for 6 businesses and feasibility evaluation
2.Education and promotion	Execution of public hearing	<ul style="list-style-type: none"> ▫ Execution of public hearing and business presentation ▫ Tourism business, tourism expert and relevant departments within Do
	Education on tourism enterprises	<ul style="list-style-type: none"> ▫ Execution of cluster education for 1 night 2 days : insertion of lodging, food and experience programs ▫ Quality tourism service, evaluation standard, preparation of evaluation
	Promotion of stake holders	<ul style="list-style-type: none"> ▫ Promotion through the public media ▫ Operation and promotion of certification system for tourism business and tourists

3. Methods for Linkage with Existing System

- Linkage with excellent tourism enterprises of Jeju
 - Excellent tourism enterprises of Jeju will stop certification activities as of 2019 and maintain support until 2020. Further, they promote switch to Jeju' s quality tourism system
- Linkage with Korea Quality Tourism Service (Quality Korea)
 - It would be appropriate to operate mutual certification system after 2021

Classification	2019 (Execution)				2020 (Stabilization)				2021 (Distribution)			
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Excellent Tourism Enterprises of Jeju												
	Stop of certification activities and maintenance of supports											
Separated Operation												
	Execution of quality tourism system of Jeju											
Mutual Certification												
	Consultation for mutual certification with KTO											
									Operation of mutual certification with KTO			
Comprehensive Certification												
	Consultation of comprehensive certification with KTO											
									Development of integrated model and system			