

A view of the tourism industry in the future and the situation of tourism education in Korea

Asem Tourism 



# FORUM



2012. 11. 20 ~ 21

 SUNJUNG TOURISM HIGH SCHOOL

Kilyeon Lee, Principal of Sunjung tourism high school

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# Introduction

- ◆ Korea Tourism

A group of Taekwondo practitioners in white uniforms performing a synchronized movement in a line. The practitioners are shown in profile, facing right, with their arms extended forward. The background is a blurred outdoor setting.

# Taekwondo

*Power of one mind and body*

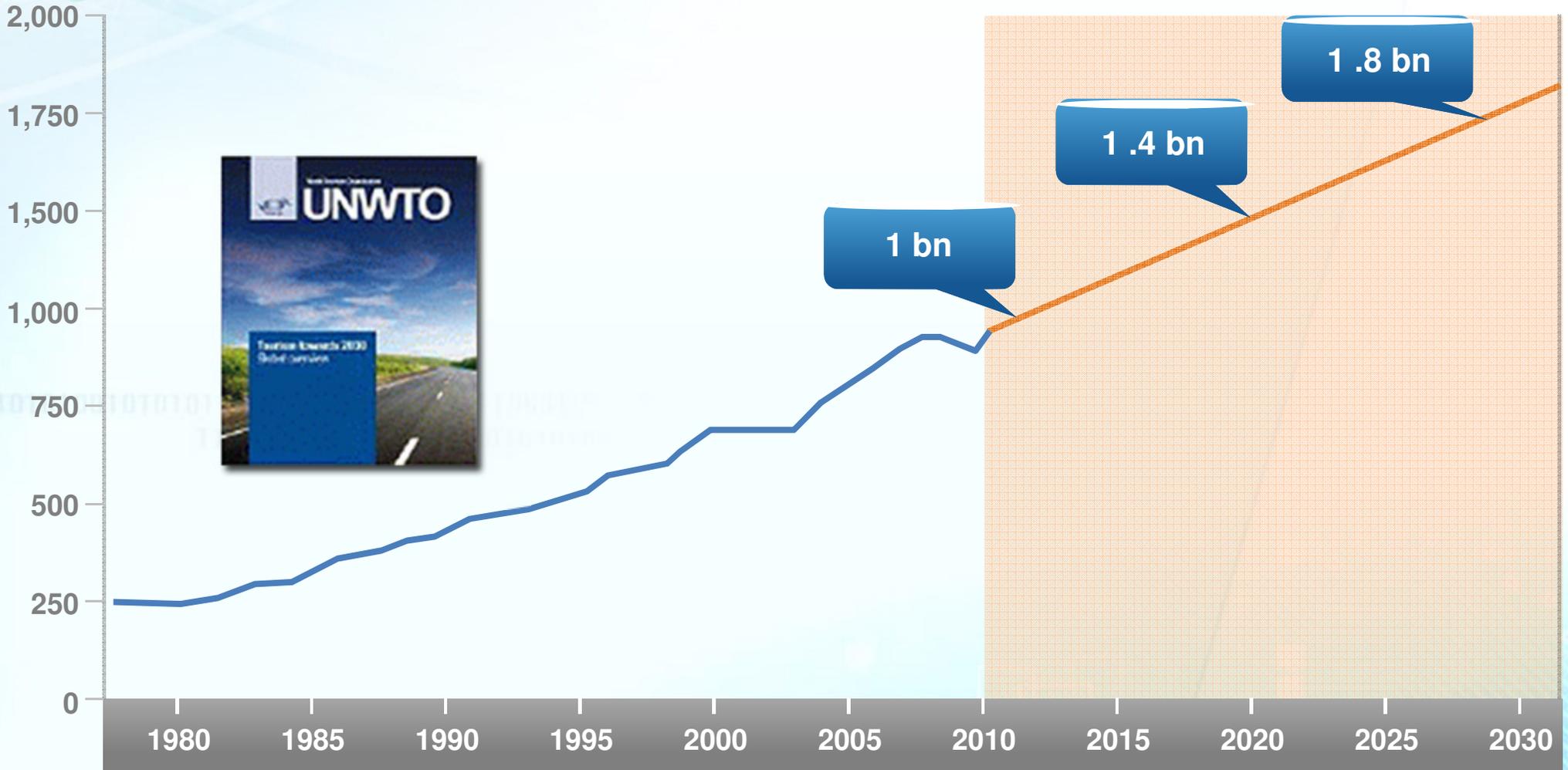


# The Strategy and the View of Future Korean Tourism Industry

1. Some Strategies for Brand Width and Market Sharing
2. Attracting Chinese Travelers
3. Attracting Japanese Travelers
4. Opening up New and Potential Markets
5. Strengthening the Tourism Industry through Building up the Relationships with Japan and China
6. Expanding the Exchange between South and North Korean Tourism Resources and Tourists
7. Building up International Cooperations

## ◆ International Tourist Arrivals to Reach 1.8 billion by 2030

International Tourism, World



## □ The Prospect of Future Tourism Industry

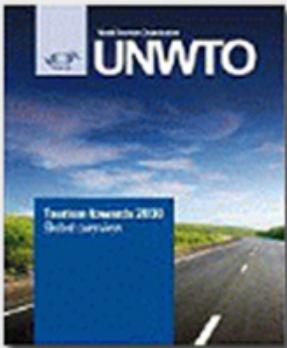


### 6. The Prospect of Future Tourism Industry

- ✓ Ten million of Inbound and Outbound
- ✓ Urgent preparation for emerging to the world's best tourism attraction in 2030



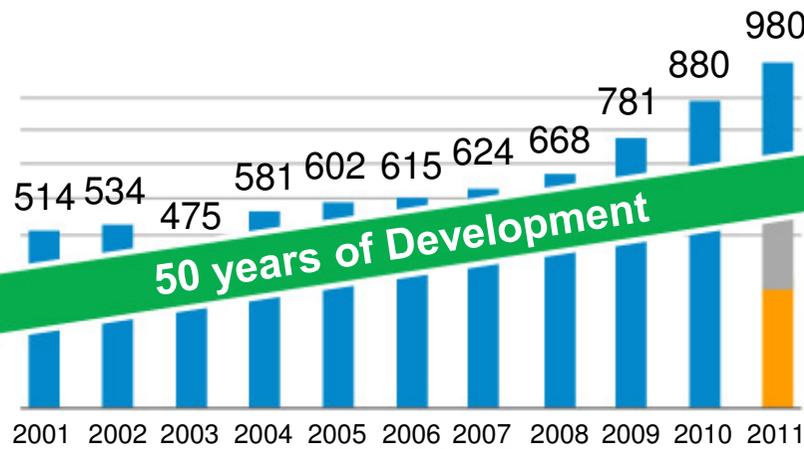
Attract **9.79 million** foreign tourists in 2011, **24 ranking** out of 218 nations.  
 22 ranking of tourism revenue (**1.22 billion**)  
 10 million international traveler in 2005  
 Over 10 million foreign tourists are expected in the mid Nov. 2012



Expected number of international tourists rise from 94 million in 2010 to 136 million in 2020 and **181 million in 2030**.  
 Asia-Pacific market share rise from 20% in 2010 to 30 % in 2030.  
 Especially, Northeast Asia region is expected to emerge as **the world's biggest tourism attraction (occupying 16.2% in world tourism industry)**

◆ The Quantitative Growth of Korea Tourism Industry

annual entry of foreign tourists



Foreign tourists  
15184 in 1962

10 million  
of foreign tourists  
in 2012

## ◆ Raise International Awareness of Korea Tourism



## 1. Some Strategies for Brand Width and Market Sharing



### OBJECTIVE



10% increase of the brand width in 2013 and 15% increase of market shares.

01

Designating 'the year of visiting Korea' (2010-2012) to attract more than 10,000,000 foreign travelers.

02

Expanding the brand width about Korea and advertising.

03

Bringing up 1,000,000 'tour ambassadors' by attracting revisits and spreading the goal by word-of-mouth.

04

Strengthening on and off line marketing.

05

Expanding relationships among governments, tourism departments, and local governments.

## 2. Attracting Chinese Travelers



### OBJECTIVE



Expanding Chinese travelers through some strategies

- From 1,160,000 in 2008 to 3,000,000 in 2012.

01

Supporting travel agencies specializing in quality package programs that will attract Chinese travelers.

02

Certifying tourist attractions and increasing the numbers of some special restaurants for Chinese travelers.

03

Promoting advertising in China.

04

Promoting Chinese companies to visit Korea and building up the medical tourism industry for Chinese people.

05

Building up strong relationships with Chinese people.

## 3. Attracting Japanese Travelers



### OBJECTIVE



Expanding Japanese travelers through some strategies

- From 2,400,000 in 2008 to 3,000,000 in 2013.

01

Developing tourist facilities to appeal to Japanese travelers to revisit.

02

Creating special package programs in local tourist attractions for both the young and senior citizens.

03

Promoting school excursion programs for Japanese students.

## 4. Opening up New and Potential Markets



### OBJECTIVE



Opening up new markets targeting Europe, America, and South-east Asia  
- 5%~10% increase in each market by 2013 .

01

Promoting advertising in on and off lines outlets and developing various package programs.

02

Giving incentives to South-east Asian travelers and developing customized programs for them.

03

Offering tour information to North Americans.

04

Opening up new markets in South American countries, India, mid-East, and Russia etc.

## 5. Strengthening the Tourism Industry through Building up the Relationships with Japan and China



### OBJECTIVE



Developing exchanges of tourism resources among Korea, Japan and China building up the relationship with Japan and China

01

Expanding the tourism resources exchanges with Japan and China.

02

Making three-country-related entertainment programs.

03

Expanding conveniences for travelers who are travelling in three countries.

04

Investing in the tourism industry.

05

Making a committee for 3-country-tourism industry.

## 6. Expanding the Exchange between South and North Korean Tourism Resources and Tourists



### OBJECTIVE



Increasing the exchanges of South and North Korean tourism resources and tourists

01

Making law which enables those activities to become reality.

02

Expanding the number of foreign tourists through South and North Korean governments' reciprocal efforts.

03

Enlarging tourist attractions in North Korea.

04

Strengthening safety systems for foreign tourists .

## 7. Building up International Cooperations



OBJECTIVE



Building up strong relationships and cooperation with global organizations

01

We should strengthen relationships with global tourism organizations to boost the tourism industry.

02

Supporting 'Research and Development' (R&D) programs to enable global tourism organizations to cooperate.

03

Supporting cultural exchange programs.



# The Situation of Tourism Education in Korea

1. Education and Training Institutions
2. Regular Tourism Institutions
3. A License System for Tourism
4. The Education of Tourist Agents
5. The Operation and Management of The Travel Interpreter
6. The Operation of the Tourist Academy, the Program of Education Special Tourist Agents
7. The System of a Commentator for Culture and Tourism

### 1. Education and Training Institutions

Various special education courses are open in South Korea. Tourism institutions responsible for the courses play an essential role in supplying its experts as well as expanding the number of people related to tourism.



## 2. Regular Tourism Institutions

115 universities have courses related to tourism education 4-year regular courses focus on scholastic and theoretical education. 2-year college courses put emphasis on training specialists of tourism industry

### ● Educational Institutions of Tourism

(unit : the number of students)

Division	Schools	Capacity	Enrolled students		Graduate
			Enrolled students	Students on a leave of absence	
College(3 years)	13	1,364	2,446	1,037	1,038
College(2 years)	57	5,660	10,480	4,884	4,134
University	41	3,296	11,236	4,179	1,767
The Air and Correspondence College	1	851	3,911	2,172	415
Industry university	2	81	200	111	50
Remote college	-	-	-	-	-
Cyber college	-	-	-	-	-
College(3 years)	1	420	-	-	-
<b>Sum</b>	<b>115</b>	<b>11,672</b>	<b>28,273</b>	<b>12,383</b>	<b>7,404</b>

## 3. A License System for Tourism

### ● The Kinds and Number of Tourism License

(unit : the number of students, %)

Qualification division	Successful applicants	Registrants	Registration rate
<b>Hotel management license</b>	338	338	100
<b>Hotel operating license</b>	2,853	2,853	100
<b>Travel interpreter</b>	18,308	18,308	100
- English	5,129	5,129	100
- Japanese	9,381	9,381	100
- Chinese	3,335	3,335	100
- French	163	163	100
- Germany	104	104	100
- Spanish	88	88	100
- Russian	98	98	100
- Malay/Indonesian	2	2	100
- Vietnamese	1	1	100
- Thai	7	7	100
<b>Hotel service license</b>	99,829	99,829	100
<b>Domestic travel agency license</b>	82,567	82,567	100
<b>sum</b>	<b>203,895</b>	<b>203,895</b>	<b>100</b>

Source : Korea Industrial Development Institute / Korea National Tourism Organization / Korea Tourism Association

(1) Tourist accommodation license

(2) Tourist agency license

① Travel interpreter      ② Domestic tourist agency

## 4. The Education of Tourist Agents

### ● Education Performance of Tourist Agents

(unit : the number of students, time, period)

The name of courses	Result	Period	Times
<ul style="list-style-type: none"> <li>▪ The Korea Tourist Service, Inc.</li> <li>- Cultural Tourist Explanation Academy</li> <li>- The cooperation of Industry and School</li> <li>- The advanced course of medical tourism</li> </ul>	221 80 29	20 hrs 1~6 mos 52 hrs	5 5 1
<ul style="list-style-type: none"> <li>▪ Korea Culture and Tourism Institute</li> <li>- Tourism promotion and marketing</li> <li>- Investment promotion of Tourism industry</li> <li>- Tourism Festival</li> <li>- The development of Tourist attractions</li> <li>- Tourist Management(CEO)</li> <li>- Fair and Green Tourism</li> </ul>	20 31 32 24 9 29	5 day 8 day 8 day 9 day 4 day 10 day	1 1 1 1 1 1
<ul style="list-style-type: none"> <li>▪ Korea Tourism Association</li> <li>- Advanced course of Old-palace guidance</li> <li>- Beginner course of Tourist Information center</li> <li>- Advanced course of Tourist Information Center</li> <li>- Advance course of Travel Guide</li> <li>- Temple Stay Course</li> </ul>	67 89 84 86 35	6 day 9 day 9 day 9 day 1 day	2 3 3 3 1
<ul style="list-style-type: none"> <li>▪ Korea Tourist Guide Association</li> <li>- Practical Education of Travel Interpretation</li> <li>- Advanced Course of Travel Interpretation</li> <li>- Educating course of Travel Interpretation</li> <li>- Practical Education of Travel Guidance</li> </ul>	116 589 342 615	15 day 3.5 day 10 day 7 day	2 15 3 4
<ul style="list-style-type: none"> <li>▪ The Other Courses</li> <li>- Casino and Resort Academy</li> <li>- Safety Education of Resort Area</li> </ul>	69 266	12 day 2~5day	2 5

## 5. The Operation and Management of The Travel Interpreter

Operate for the travel interpreter by the law for providing domestic and foreign tourists with tourist information and interpretation service.

### ● The Number of Travel Interpreters in Years

(unit : case of students, %)

Division	English		Japanese		Chinese		French	German	Spanish	Russian	Other languages	Sum
	Complete number	Increase	Complete number	Increase	Complete number	Increase						
2000	445	154.29	480	-27.38	260	-30.11	11	4	7	4	-	1,211
2001	270	-39.33	628	30.83	463	78.08	6	7	5	11	-	1,390
2002	85	-68.52	586	-6.69	39	-15.55	4	10	10	14	-	1,100
2003	329	287.06	432	-26.28	130	-66.75	6	5	-	3	-	905
2004	107	-67.48	274	-36.57	62	-58.31	2	-	1	5	-	451
2005	127	18.69	263	-4.01	49	-20.97	2	-	2	3	-	446
2006	107	-15.75	198	-24.71	61	24.49	-	-	-	1	-	367
2007	113	5.61	136	-31.31	51	-16.39	2	1	1	2	-	306
2008	100	-11.50	146	7.35	49	-3.92	1	-	-	1	-	297
2009	116	16.00	165	13.00	51	4.00	1	1	2	1	-	337
2010	211	81.90	407	146.67	184	260.78	1	1	1	2	4	811
2011	156	-25.00	357	10.53	370	89.74	2	2	1	5	6	899
<b>Sum</b>	<b>5,129</b>	<b>-</b>	<b>9,381</b>	<b>-</b>	<b>3,335</b>	<b>-</b>	<b>163</b>	<b>104</b>	<b>88</b>	<b>98</b>	<b>10</b>	<b>18,308</b>

Source : Korea Tourist Guide Association

## 5. The Operation and Management of The Travel Interpreter

### ● The Present Condition of the System of Travel Interpreters

Division	Government Trust Business	Self-developed Business
The Human Resources Development Service of Korea	The test of National License	-
Korea National Tourism Organization	The issue of Students' License	-
Korea Tourist Guide Association	The Advanced Course of Travel Interpreters	The Statistics and Research of Travel Interpreters
	The Short-term Practical Course of Travel Interpreters	The Improvement of Employment and Welfare
	The Education Course of Temporary License	International Exchange
	The Registration System of Tourist Guidance	Book Publication and Promotion

## 6. The Operation of the Tourist Academy, the Program of Education Special Tourist Agents

### ● Tourism Academy Curricular Management

(unit : the number of students)

Courses	Results of education						Contents	Objectives
	2006	2007	2008	2009	2010	2011		
<b>The development course of Tourist Attractions</b>	-	-	-	54	38	24	- The development policy of tourism - Local tourism situation and practical ability	- Strengthening the core personnels - Improving the ability of the local tourist network
<b>The Tourist Festival Course</b>	-	-	-	65	54	32	For festival managers and personnels - festival planning - program development - marketing - promotion	- Local Festival Planning - Strengthening the professional ability of the managers - The improvement of Policy Performance
<b>Investment promotion of Tourism industry</b>	21	33	31	25	26	31	For the personnels of public and nongovernment investment - practical knowledge of investment - strategy of investment	For the personnels in charge of Tourist Investment - Raising professional ability - Increasing the performance efficiency
<b>Tourism promotion and marketing</b>	30	30	29	51	22	20	For the personnels of public and nongovernment tourism - Marketing theory and practical knowledge	- the Ability Improvement of Local Tourist Promotion Personnels - The improvement of local tourist competition
<b>Tourist Policy(CEO)</b>	29	20	26	18	11	9	For the local governors, to improve the positive mind toward tourist industry	Through the increase of the positive mind of local governors, the strengthening of local tourist competitions
<b>Fair and Green Tourism</b>	-	-	-	-	-	29	For the central and local personnels of fair and green tourism, theory and practical business course	Building the network of the related personnels of green tourism
<b>Sum</b>	80	83	86	213	141	145		

## 8. To Improve the Amounts of Foreign Tourists

### ● The Commentators for Culture and Tourism

(unit : the number of people)

Division	New Applicants								The number of Activators						
	2001~2005	2006	2007	2008	2009	2010	2011	Total	2001~2005	2006	2007	2008	2009	2010	2011
Seoul	77	36	34	42	25	11	25	250	77	113	147	189	207	207	177
Busan	81	0	0	15	17	17	0	130	73	66	66	68	76	105	99
Daigu	113	0	0	88	40	0	0	241	79	79	79	88	123	104	100
Incheon	59	41	12	41	15	7	20	195	30	70	40	35	109	105	123
Gwangju	81	4	0	15	24	17	0	141	34	46	54	48	124	58	64
Daejoen	55	0	0	40	15	12	0	122	40	40	70	74	40	50	50
Wulsan	64	0	15	0	14	8	5	106	21	21	39	38	38	41	40
Kyunggi	410	64	58	53	74	74	51	784	307	370	374	420	460	471	476
Kangwon	92	12	41	10	30	27	33	245	58	69	97	123	121	137	153
Chungbuk	59	2	12	73	25	71	20	262	44	46	48	76	98	162	172
Chungnam	118	30	18	0	18	26	17	227	88	118	130	126	126	146	150
Junbuk	83	30	40	76	56	47	22	354	67	97	103	156	177	192	190
Junnam	84	0	29	60	43	75	56	347	71	66	66	56	175	174	195
Kyungbuk	170	51	0	133	76	31	0	461	129	130	180	283	315	314	337
Kyungnam	117	47	35	0	45	33	45	322	91	138	136	140	157	181	185
Jaeju	119	68	0	0	43	0	0	230	79	149	143	145	135	135	101
<b>Total</b>	<b>1,782</b>	<b>385</b>	<b>294</b>	<b>646</b>	<b>560</b>	<b>456</b>	<b>294</b>	<b>4,417</b>	<b>1,288</b>	<b>1,618</b>	<b>1,772</b>	<b>2,065</b>	<b>2,481</b>	<b>2,582</b>	<b>2,612</b>

Source : The Ministry of Culture, Sports and Tourism



# IV

## Introduction of Sunjung Tourism High School

1. Introduce Department of Sunjung Tourism High School
2. Tourism Business Major
3. Tourism Chinese Major
4. Tourism Japanese Major
5. Ongoing Curriculum in Sunjung Tourism High School
6. Ongoing Curriculum in Sunjung Tourism High School
7. Customized Training Programs

## 1. Introduce Department of Sunjung Tourism High School

### SUNJUNG TOURISM HIGH SCHOOL

**Total fixed number of students 125**  
**Maximum class size of each year class to 25**

3 classes

1 classes

1 classes



## 2. Tourism Business Major

### OBJECTIVE

To educate professionals in tourism with practical activities and training in management skills

01

#### Major academic subjects

tourist general, business travel, hotel business, convention practical, tourism English, alienate development, computer general

02

#### Career areas

general corporate, domestic and international travel agency, a five-star hotel, resort, airline, tourism consulting companies, international meetings industry, theme parks, dining out industry, event planning companies, the Korea Tourism Organization, Regional Development Corporation, Tourism Association

03

#### Attend the field

##### 4-year universities and colleges

tourism related subjects, related subjects, restaurant management related subjects, event-related subjects, business-related subjects, trade-related subjects, such as

04

#### Acquisition Certification

domestic tour history, tourist guides, tour conductor, cultural heritage commentator, hotel services company, convention planner, bartender, ITQ

## □ Scene in the Lab to Make Cocktails



## 3. Tourism Chinese Major

### OBJECTIVE

To train professional tour guides who have Chinese proficiency and contribute to further activation

01

#### Major academic subjects

Chinese, Chinese conversation□, Chinese conversation□, Chinese culture, tourism, Chinese tourism general, travel business, hotel business, etc

02

#### Career areas

general corporate, foreign companies, interpreters, translation companies, trading companies, travel agents, deluxe hotel, airline, international conference industry, casino, duty-free shops, the Korea Tourism Organization, Tourism Association

03

#### Attend the field

##### 4-year universities and colleges

Chinese-related literary department of tourism-related departments, relevant departments Hotel Convention related subjects, business-related subjects, aviation and related subjects

04

#### Acquisition Certification

HSK, CPT, Domestic Tour history, tourist guides, Tour Conductor, cultural heritage, Commentator, hotel services company, Convention Planner, bartender, ITQ

□ Chinese Students Visited Our School



□ Tourism Chinese Major Students Went to China



## 4. Tourism Japanese Major

### OBJECTIVE

To train professional tour guides who have Japanese proficiency and contribute to further activation

01

#### Major academic subjects

Japanese, Japanese culture, Japanese conversation □, Japanese conversation □, Japanese tourist, business travel, hotel services, etc.

02

#### Career areas

general corporate, foreign companies, interpreters.translation companies, trading companies, travel agents, deluxe hotel, airline, international conference industry, casino, duty-free shops, the Korea Tourism Organization, Tourism Association

03

#### Attend the field

##### 4-year universities and colleges

Japanese-related literary department of tourism-related departments, hotel related department, department of convention-related, business-related subjects, aviation-related subjects such as

04

#### Acquisition Certification

JPT, JLPT, domestic tour corp, tourist guides, tour conductor, four cultural heritage commentator, hotel services, convention agency, bartender, ITQ

## □ School Trip in Japan



## 5. Ongoing Curriculum in Sunjung Tourism High School

**No. 1**



Tourism experiential learning conducted at least four times annually.



A resort or hotel from the tourism and associated hands-on tourism business

## 6. Ongoing Curriculum in Sunjung Tourism High School

**No. 2**



1 person three qualifications program  
Certification program that is in progress in the after-school and career class

Information related to certification

Information Technology Qualification (ITQ) test, and Word Processing, ERP Coordinator, computer literacy, GTQ (Photoshop), computerized accounting and management company

Language-related qualifications

TOEIC, TOEFL, TEPS, FLEX  
JLPT, JPT, FLEX  
HSK, BCT, CPT, FLEX

Tourism-related qualifications

Domestic Tour companies, hotels Coordinator, Hotel Services Ltd, Tour Conductor, bartender certification

## 7. Customized Training Programs

**No. 3**



Employment or prepare for various certification programs, and the free participation of students with educational programs.



OA certification Topics in enterprise requirements ERP, computerized accounting, fund investment qualifications guidance Document for businesses in the new social recruiting upon receipt priority support options granted

Language qualifications and tourism-related certification computer certification free participation and employment qualifications on which to base a wide selection

## □ Situation of Certificate Acquisition

(2012. 2)

Year	Enrollment	Certificate acquisition	Acquisition rate
1 <sup>st</sup>	123	220	179%
2 <sup>nd</sup>	121	188	155%
3 <sup>rd</sup>	114	426	374%
<b>Total</b>	<b>358</b>	<b>834</b>	<b>233%</b>



## Current Trend (2012. 2 Graduate)

Division	3 - 1	3 - 2	3 - 3	3 - 4	3 - 5	Sum
<b>Enrollment</b>	22	22	22	24	24	<b>114</b>
<b>Applicants for university</b>	11	14	12	19	20	<b>76</b>
<b>Students entering university (4 yrs)</b>	1	2	2	6	4	<b>17</b>
<b>Students entering university (2 yrs)</b>	7	11	9	11	15	<b>53</b>
<b>Entrance rate</b>	72.7	92.6	91.7	89.5	95.0	<b>92.1</b>
<b>Applicants for jobs</b>	11	8	10	5	4	<b>38</b>
<b>Students employed</b>	9	7	6	5	4	<b>31</b>
<b>Employment rate</b>	81.81	87.5	60	100	100	<b>81.6</b>



# Conclusion

□ Kangnam Style



A view of the tourism industry in the future and the situation of tourism education in Korea

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Thank You!



SUNJUNG TOURISM HIGH SCHOOL

2012. 11. 20 ~ 21  
Kilyeon Lee, Principal of Sunjung tourism high school