



All Nippon Travel Agents Association

ANTANA

ALL NIPPON TRAVEL AGENTS ASSOCIATION



All Nippon Travel Agents Association

ANTA Programs Overview

The All Nippon Travel Agents Association (ANTA), a group of approximately 5,700 travel agents, enjoys designated status from the Commissioner of the Japan Tourism Agency in accordance with the Travel Agency Law. ANTA works to increase convenience for travelers by creating a safe, comfortable travel environment through general programs as well as programs that are legally mandated as a result of its status as a designated association. The Association's membership consists of full members (travel agents) and supporting members (organizations and individuals that support the Association's objectives). Full membership confers status as a bonded member as described in Article 22, Paragraph 9 of the Travel Agency Law and requires full payment of the entity's portion of the compensation security bond as stipulated by the Travel Agency Law and the Association's debt settlement agreement.

Legally mandated programs

ANTA is involved in a variety of programs as a result of its designated status from the commissioner of the Japan Tourism Agency in accordance with the Travel Agency Law.

Complaint resolution program

The complaint resolution program is concerned with the processing and resolution of complaints raised by travelers and business partners against travel products handled by travel agencies—in other words, the resolution of complaints concerning travel business handled by travel agents. ANTA offers complaint consultation services at branches throughout Japan.



Examination and training programs

ANTA administers the National Examination for Certified General Travel Service Supervisors and the National Examination for Certified Domestic Travel Service Supervisors, both national certification examinations, on behalf of the Japan Tourism Agency. The Association also provides a range of training programs for travel agents throughout Japan, including training for these examinations.



Debt settlement program

The debt settlement program is closely linked to the Association's complaint resolution program. In the event that a bonded member files for bankruptcy protection without the means to settle liabilities arising from travel transactions with its clients, ANTA will settle the member's debts, subject to certain legal limits.

Employee instruction program

The employee instruction program provides instructional training to travel agents in order to ensure that travel-related business is conducted in an appropriate manner. The program encompasses a variety of activities, principal among them instruction geared to encourage thorough observance of truth-in-advertising standards for travel advertisements, distribution and proper use of credentials such as badges identifying certified travel service supervisors, and awareness and observance of laws, provisions, and notifications issued by administrative government agencies.



Research and public relations program

The research and public relations program focuses on research relating to the travel business and public relations initiatives directed at travelers and other entities both inside and outside the travel industry in an effort to ensure fair transactions and promote the healthy development of the industry. In addition to tabulating and analyzing statistics detailing travel industry performance, ANTA publishes *ANTA News*, an in-house magazine.

General programs

In addition to proposing and advancing various measures conceived to contribute to the furtherance of members' travel industry businesses and working to improve and streamline operations, ANTA's general programs include initiatives to revitalize local communities and develop the tourism industry by awakening and expanding demand for travel.

Awakening demand for travel and revitalizing local communities

ANTA is working to expand demand for domestic travel through such means as participation in the One Week Vacation Campaign and cooperation with events held by national and prefectural governments and tourism organizations. The Association is also involved in promoting inbound and outbound travel to and from destinations such as nearby Asian countries, and in promoting international tourism exchange through initiatives such as the Japanese government's Visit Japan Campaign. It's also working actively to grow new travel demand by holding the Domestic Tourism Revitalization Forum and by working to revitalize local communities, for example by discovering regional



tourism resources and developing new tourism products in cooperation with local governments as well as companies and groups involved in tourism through the sales activities of members that are closely involved with their communities, and deploying them to cultivate local industry.

Meeting new social needs

ANTA is working to promote New Tourism in the form of novel travel formats that incorporate experience- and exchange-based elements with strong themes. Such opportunities draw on issues in which there is strong interest on the part of the Japanese people, including eco-tourism, health tourism, and barrier-free travel, as well as green tourism, industrial tourism, cultural tourism, and long-stay travel.

Promoting collaboration and a focus on information

ANTA is pursuing a number of initiatives in this area, including (1) promoting cost reductions and profitability, expansion of distribution routes, and collaboration by network members in their travel businesses through the adoption of a cooperative approach in such areas as the purchasing of travel materials and the development and sale of travel products; (2) supporting the development of locally-oriented travel products; (3) providing information to members and travelers through the use of information technologies; and (4) improving the convenience of ANTA-NET (a new travel product distribution system) using the Internet.