



## 1 . Sakura Quality's Accommodation Quality Certification System

### 1-1.

In 2017, we launched a quality certification system in collaboration with our partner DMOs across the country.

The required definition of "quality" is "safety," "security," and "sincerity," which form the criteria, and certified facilities are required to operate in a safe, secure, and sincere manner for customers, organizations, employees, and communities. In terms of cooperation with local communities, DMOs, etc., which are responsible for quality certification, connect accommodation facilities with local communities.

### 1-2.

In addition to the two investigators checking for legal compliance and service levels, accommodation facilities are required to incorporate the Sakura Quality Code of Ethics as part of their corporate philosophy.

### 1-3.

Sakura Quality is a joint quality certification system between the Japan Tourism Quality Certification Association (JCQCA), tourism regions, and DMOs in partnership with JCQCA. It is a quality certification system that defines "safety, security, and sincerity" as "quality" that is required of accommodation facilities and reflects customer needs.

As of September 2021, we have partnered with 26 tourism regions and DMOs, and have provided quality certification to about 300 facilities.

### 1-4.

Derived from the concept of "Safety, Security, and Integrity," the company has newly launched "A Clean Practice," which means thorough measures to prevent the spread of

infectious diseases, and "A Heartwarming Practice," a warm service for customers.

1-5.

The Japan Tourism Quality Certification Association manages the standards, manages the logo mark, conducts surveys and research on customer needs, trains surveyors, is the certification body, and operates three "third-party committees" (Sakura Quality, A Clean Practice, and A Heartwarming Practice) consisting of six members who are neutral, objective, and highly knowledgeable, to support quality certification systems by DMOs and other organizations.

1-6.

"A network meeting for accommodation facilities and a network meeting for tourism areas and DMOs are held regularly as a place for the sharing of information among the facilities participating in Sakura Quality and the tourism areas and DMOs.

## 2. History of Sakura Quality

Year 2011 :

(U.S.A.), a leading company in undercover research, to conduct undercover hotel research in Asia. (U.S.), a leading undercover research company, to conduct undercover hotel surveys in Asia.

Year 2013 :

The "SAKURA QUALITY" model, developed by the Institute for Social and Economic Research in the Chubu Region, is to be extended to the snow country tourism area, and a researcher training program was held in Yuzawa Town.

Year 2017 :

Tourism Quality Assurance Association established by Hotel Rating Institute, Inc. and Tanizawa Sogo Appraisal Co.

The Tourism Quality Assurance Association inherited "SAKURA QUALITY" from the Institute of Social Economy, Chubu Region.

In order to deepen the quality certification system for safety and security, it was judged

that it was necessary to integrate it with the local community, so it was decided to make it a joint quality certification project with DMOs, etc., and to introduce it to 13 tourism areas nationwide (based on the Tourism Area Development Act by the Tourism Agency). It will be introduced to 13 tourism areas (based on the Tourism Area Development Act by the Tourism Agency) nationwide.

Year2018 :

Hotel Rating Institute, Inc. changed its name to Sakura Quality Management Co. No rating was needed, and research activities were continued as a quality certification, merged with the SAKURA QUALITY standards, and released as a new standard. Mr. Tamura, then Director-General of the Japan Tourism Agency, expressed his hope that Sakura Quality would be expanded to DMOs nationwide at the conference.

Year2020 :

Began providing "A Clean Practice" for measures to prevent the spread of infectious diseases. Supervised by the Center for Infectious Diseases, Nara Medical University

Year2021 :

Launch of "A Heartful Practice" for Heartwarming Services for the Physically Challenged and the Elderly

Partnering with 26 DMOs large and small across the country

### 3. Sakura Quality Accommodation Quality Rating

The quality item criteria items are categorized into levels 1 to 3 according to their level of sophistication. The guidelines for Level 1 are "items that must be met as a minimum for a safe and comfortable accommodation facility," the guidelines for Level 2 are "items that are desirable to be met," and the guidelines for Level 3 are "items that are not essential but can provide a high level of satisfaction if met.

The calculation method is such that if all Level 1 items are not met, no matter how many Level 2 or Level 3 quality standard items are met, no high points will be awarded. Level 2 points are added only when all Level 1 items are satisfied. Level 3 points are added only

after all Level 1 and 2 items are satisfied.

①For example, the location (e.g., in a famous sightseeing spot, with a good view) is not subject to evaluation.

②The taste of the food served itself is not included in the evaluation because it is affected by personal preferences and it is difficult for the researcher to make an objective and stable evaluation.

③As evidence of the system for maintaining and improving quality, which is difficult for users to see, the status of manuals and the level of staff training are evaluated.

④Essential functions and quality as an accommodation facility are designated as Level 1, and each standard is classified into Levels 1 to 3 according to its stage, which is used for weighting when calculating the pros and cons of quality certification and evaluation points.

Point Conditions :

15% or more but less than 32%: 1 cherry, 32% or more but less than 49%: 2 cherry, 49% or more but less than 68%: 3 cherry, 68% or more but less than 85%: 4 cherry, 85% or more: 5 cherry

Additional investigation in case of over 3 cherry :

3Accommodation facilities that are likely to exceed the cherry blossom level are separately certified only if they have undergone an undercover investigation consisting of 2,233 criteria and can be confirmed to provide a high level of safety, security, and sincere service.