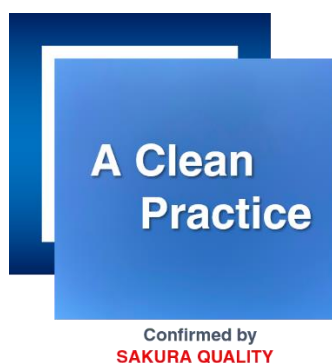


Preventing the Spread of Infectious Diseases with Sakura Quality and 「A Clean Practice」



Our "A Clean Practice" is based on Sakura Quality, a quality certification system that emphasizes sustainable and organic relationships (collaboration) between lodging facilities and local communities, and places "safety," "security," and "integrity" at the core of quality.

Sakura Quality will provide guidelines for this infectious disease threat, which is an RNA virus, focusing on the following

- (1) There are four levels of countermeasures, from level 0 to level 3, and the level of countermeasures should be determined autonomously according to the infection risk environment of each accommodation facility to ensure sustainable efforts.
- (2) In thoroughly implementing measures to prevent the spread of new coronavirus infections, accommodation facilities should serve as regional safety bases and should always have the latest and most accurate knowledge of new coronavirus infections.
- (3) It is a system that can adjust the level of countermeasures, respond to the latest information, evolve the countermeasures to prevent the spread of infectious diseases, and pursue the improvement of the level of countermeasures.
- (4) In line with the guidelines for domestic infectious disease control, including information published by the Ministry of Health, Labour and Welfare.

Since the organic linkage between accommodation facilities and local communities has a great impact on the sense of security for customers, the Association attaches great importance to the framework of quality certification by DMOs, etc., and has asked affiliated DMOs, etc. to provide quality certification for safety and security, as well as quality improvement programs for accommodation facilities ("Sakura Quality"). Sakura

Quality"). In addition, we provide quality certification for safety and peace of mind and quality improvement programs for accommodation facilities (called "Sakura Quality") to DMOs and other organizations with which we have partnerships.

The Sakura Quality Code of Ethics, to which all certified facilities adhere, requires that the company's corporate philosophy is based on the concept of "safety," "security," and "integrity," with "safety" and "security" as the key concepts, not only for customers, but also for employees and the community.

In other words, the Sakura Quality Certification System itself is an attempt to spread the "circle of safety, security, and sincerity" throughout the region, from a "point" approach to an "area" approach, through a quality certification system in cooperation with DMOs and other organizations.

This year's event will be an effort to spread the "circle of knowledge on measures to prevent the spread of infectious diseases" that greatly threaten safety and security in the community.

In response to the recent pandemic caused by the new coronavirus infection, the Association has determined that accommodation facilities will be required to take more thorough safety measures, especially in the prevention of infectious diseases, not only until the end of the new coronavirus infection but also on a continuous basis.

Based on the "Guidelines for Responding to New Coronaviruses in Lodging Facilities (1st Edition)" published on May 14, 2020 by the National Federation of Ryokan Hotel Sanitation Associations, the Japan Ryokan Association, and the All Japan City Hotel Federation, the Center for Infectious Diseases, Nara Medical University, the MBT (Medicine-Based Town) Research Institute, and the MBT Consortium (Note 2) have proposed that the "three routes of infection (1) contact infection, (2) droplet infection, and (3) aerosol infection" be blocked. In addition, based on the principle of preventing the spread of infectious diseases by blocking the three routes of infection (1) contact infection, (2) droplet infection, and (3) aerosol infection) advocated by the Center for Infectious Diseases, Nara Medical University, the Medicine-Based Town (MBT) Research Institute, and the MBT Consortium (Note 2), the purpose of this project is to establish a smooth system for preventing infectious diseases in lodging facilities and to implement the system in a sustainable manner. We have prepared a practical manual for the purpose of establishing a smooth infection prevention system and its sustainable implementation in lodging facilities.

Our weapons against the invisible enemy are detailed and correct knowledge, the power to change our consciousness and behavior as a result, and the immune system of the human body. In order for you to acquire "detailed and correct knowledge" and build a long-term "strategy" as well as "countermeasures" to prevent the spread of infectious diseases, this practical manual is organized according to the following main objectives.

- 1."The structure and characteristics of SARS-CoV-2" -> To know the basics of countermeasures against new coronavirus infections.
- 2."Characteristics and Symptoms of COVID-19" - To know the risk of infection.
- 3."Customer needs survey" → To know the necessity of continuing countermeasures against infectious diseases in the medium and long term.
- 4."In addition to the risk of infection with the new coronavirus, the risk of severe disease should be known.
- 5."Know the key points of infection prevention measures.
- 6."The mechanism of action of disinfectants" -> To know the correct disinfection methods and measures.
- 7."Risk Assessment of Infectious Diseases in Facilities" -> Implementing effective measures to prevent the spread of infectious diseases.
- 8."Infection risk level" -> To be connected to long-term measures to prevent the spread of infectious diseases.
- 9."Measures to prevent the spread of infectious diseases in accommodation facilities according to the infection risk level" → Implement strategic and appropriate measures to prevent the spread of infectious diseases.
- 10."Know your staff's infection prevention measures.
- 11."Essentials of Regular Training for Infectious Disease Response" → Improve emergency response capabilities and reform awareness and organization.
- 12."Provide up-to-date information" means to know the best measures to prevent the spread of infectious diseases based on the latest information.

“A Clean Practice” is given to facilities that are evaluated to have taken advanced measures such as correct disinfectants used, correct methods of using disinfectants, regular training on infection control, and confirmation of appropriate disinfection of contact areas through ATP wipe tests, in addition to evaluation of 260 criteria items. The award is given to facilities that are evaluated to have advanced measures in place.