

# The 5 levels evaluation system by the ST working group

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Business Standard for Sustainable Tourism Project

Editor

## 1. Abstract

We interpret the sustainable tourism as tourism that complies with the SDGs code of conduct.

We set Business Standards by extracting the tourism related provisions from the SDGs Goals and targets in the following fields.

- 1) Travelers, 2) Tour operators, 3) Transportation, 4) Travel supporting / suppliers
- 5) Sightseeing areas / services

Tour operators and travelers are to develop action plans to achieve Business Standards and evaluate their results by using the 5 levels evaluation system.

The evaluation results are to be published, allowing business operators and travelers to judge the sustainability of tour products, etc.

## 2. About evaluation system

The 5 levels evaluation system is adopted to evaluate the achievement of SDGs Business Standards.

This makes the achievement of business operators evaluated easier by themselves.

It also help them compare easily their achievements among themselves because of the use of the same evaluation system.

It is useful for the travelers to rate the travel products, the destination services and their own behaviors.

It is expected that the evaluation system will function well.

### 3. Concept of evaluation system

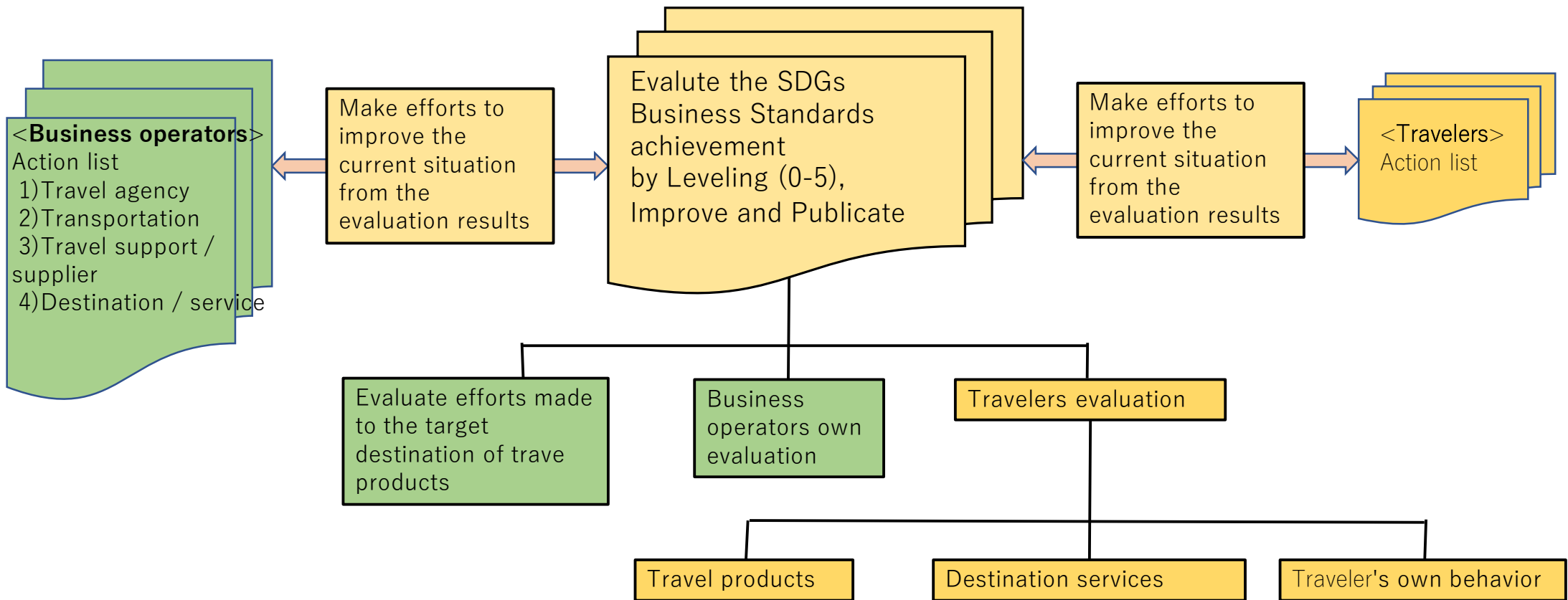


Figure.1 Evaluation method for leveling the business standards achievement

## 4. On concept of CMMI

To evaluate the business standards achievement, we adopted Capability Maturity Model Integration(CMMI).

A CMMI model can be used as a framework for appraising the process maturity of the organization, etc.

**Maturity Level 1 – Initial:** Processes unpredictable, poorly controlled and reactive.

**Maturity Level 2 – Managed:** Processes characterized for projects and its often reactive

**Maturity Level 3 – Defined:** Processes characterized for the organization and is proactive

**Maturity Level 4 – Quantitatively Managed:** Processes matured and controlled

**Maturity Level 5 – Optimizing:** Focus on process improvement

## 5. On Maturity levels in tourism

Maturity Levels are applied to tourism as the **basic evaluation stage**.

**Maturity Level 1 – Initial:** Immature understanding of goals and actions to take

-> **Business owner has begun to show interest**

**Maturity Level 2 – Managed:** Actions taken, but insufficient organizational efforts

-> **Some employees are also interested**

**Maturity Level 3 – Defined:** Organizational efforts gradually effective

-> **The company-wide interest has emerged, and concrete practice has begun little by little**

**Maturity Level 4 – Quantitatively Managed:** Target performance steadily improving

-> **Concrete practice starts based on the plan, and the effects are getting visible**

**Maturity Level 5 – Optimizing:** Target implemented optimally

-> **Practice has been fully in earnest and constantly aim at improvement**

These levels are used to appraising the process maturity of the behavior of suppliers, sellers and travelers as following.

## 6.1 Evaluation of Products Supplier, Products Sellers and Destinations

Basic evaluation stage		Products Supplier	Efforts for the target destination of the products	Products Sellers
Maturity Level classification	Basic position of level	Achievement level of SDGs	Activities of product providers and distributors	For sales products (including constituent products)
		Specific measures		Through the product (or from the published content)
Level 1	Business owner has begun to show interest	Interested but not moving	Almost indifferent	Almost none
Level 2	Some employees are also interested	As a company, concrete measures have begun to appear little by little.	As a company, interest begins to rise a little and movement is perceived	Movements have begun to appear little by little, and efforts have begun to alert users to compliance matters. However, no action has been made to the product providers and regions yet.
Level 3	The company-wide interest has emerged, and concrete practice has begun little by little	Multiple concrete measures come out	Concrete practice in collaboration with community has begun to rise	Product's sellers' activities including users have started, and efforts at providers and regions have begun little by little
Level 4	Concrete practice starts based on the plan, and the effects are getting visible	Multiple concrete measures have begun to move systematically	Movement with the community has begun systematically	Product's sellers' planning activities have begun for users, providers, and regions
Level 5	Practice has been fully in earnest and constantly aim at improvement	Working in a planned manner and always trying to improve.	Along with the movement integrated with the region, efforts are being made to further improve them	Big move has started always involving movements for improvement, and activities continue in collaboration with users, providers, and regions.

## 6.2 Evaluation of Travelers

Basic evaluation stage		Travelers		
Level classification	Basic position of level	For products and business	For the activities of sellers and providers	For their own activity
		Through the products used	For the destination	Their own activities
Level 1	Business owner has begun to show interest	Almost nothing can be understood from the product	Consideration hardly can be seen	Having a little interest
Level 2	Some employees are also interested	From the products, efforts are seen little by little	Efforts can be seen a little	Activities get started in consideration of the matters to be careful as a user
Level 3	The company-wide interest has emerged, and concrete practice have begun little by little	Efforts of the business operator can be understood, and effects are seen a little	It can be understood that concrete measures have begun to be embodied	Act with due consideration for compliance matters
Level 4	Concrete practice starts based on the plan, and the effects are getting visible	It can be understood that the business operators are working in a planned manner with its effects following	Business gets started in a planned manner with the effect following	Have set user's own standards of conduct and begun to make efforts to contribute to the business operators or the region
Level 5	Practice has been fully in earnest and constantly aim at improvement.	It can be understood that the business development is in earnest with effect, and efforts are constantly being made for improvement.	It can be understood that sellers and providers contribute much to the region and are making positive efforts for improvement toward the future	Have user's own standards of conduct and contribute to related businesses and communities



## 7 List of Sustainable Tourism Business Standards and Evaluation value

SDGs	Business Standards for SDGs Development for Travelers	Evaluation value
1.4	Billions of people live in poverty and can't live with dignity in the world today. Recognizing this situation, have equal and good exchanges with local people at our travel destinations. When visiting local cultural properties and resources such as ruins, act towards sustainable tourism in accordance with local rules	Maturity Level 0 0 %
3.5	Take into accounts actions, including drug abuse and harmful drinking such as alcoholic beverages.	Maturity Level 2 20 %
3.6	To halve the number of road traffic deaths in the world, address transporting travelers. In addition, avoid overtourism and road traffic accidents due to traffic by utilizing transportation through various public transportation measures such as public Mobility Management as much as possible.	Maturity Level 1 10 %
3.9	As a traveler, work as travelers to reduce deaths and diseases caused by hazardous substances in any place and region, as well as air, water and soil contamination.	Maturity Level 3 30 %
3.a	In principle, strictly observe tobacco regulations and recognize and implement the World Health Organization Framework Convention on Tobacco Control.	Maturity Level 4 40 %