





これらの基準は、達成度の確認や KPI/KGI の設定や、地域の強み・弱み、優先項目などを把握することにも役立ちます。

Tourism Expo Japan 2024 では SDGs ゾーンにて展示、システムを使った、持続可能な観光地域づくりの事例やサステナブルツーリズムのコンテンツづくりのヒントもご紹介します！また、サステナブルな取り組み連携ができる Platform Clover, ローカル SDGs プラットフォーム、SDGs データベースなど各種お役立ちツールもご紹介いたします ([川久保研究室](#))。SDGs や持続可能な観光地域づくりに関する各種ご支援についてもご相談ください。

※<sup>1</sup> STARs 開発者：国立大学法人和歌山大学 観光学部 加藤研究室、  
慶應義塾大学 工学部システムデザイン工学科 川久保研究室

※<sup>2</sup> 基準は以下からダウンロードできます。

[日本版持続可能な観光ガイドライン](#)

[GSTC-I \(ホテル 観光産業向け基準～宿泊施設用、日本語版\)](#)

[GSTC-I \(ホテル 観光産業向け基準～ツアーオペレーター用、日本語版\)](#)

## ★About Us★

### Japan Sustainable Tourism Alliance for Research & Development (JSTARD)

JSTARD は持続可能な観光地域づくりのための研究、実践アライアンスです。「持続可能な観光ガイドライン(JSTS-D)」のオンライン・ベンチマーキングツール [STARs](#) の活用をはじめとする研修やセミナーの実施、実践的アプローチに向けてのコンサルテーション、国際ネットワークを活用した情報共有、人材交流などを推進します。

和歌山大学・武蔵野大学 教授 加藤 久美

慶應義塾大学 准教授 川久保 俊

追手門学院大学 教授 岡田美奈子

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## Sustainability Lab Activities

### \*Sustainability Now

Sustainability is now one of the key principles in the promotion of tourism, and its awareness has been heightened by the SDGs, decarbonization, and the importance of peace in the current global situation. As the world has mostly returned to "normal" after the COVID-19 pandemic, and the recovery of tourism is being promoted by both the public and private sectors, it is time we take a serious look at what sustainability in/by/for tourism means. We strongly believe sustainability should serve as a guide to move towards the right direction, without causing environmental damage, local disadvantage, frustration, conflicts, or inequality that is being experienced in some of the destinations. Conversely sustainability should not be used as a token label, but should open up opportunities for sustainable (product, service or business) development and further investment to the benefit of the destinations.

### \*STARs (Sustainable Tourism Assessment & Review System) \*1

**STARs** is a tool to support local governments, DMOs, and tourism businesses in their efforts to plan and implement more sustainable tourism and create sustainable tourism destinations. The tool can be used as a guideline for understanding the current status of sustainable tourism, evaluating tourism projects and products, and developing policies and strategies for regions and businesses. At the EXPO, we will introduce some tips to use this system to design sustainable tourism destinations and products!

**STARs** contains Japan Sustainable Tourism Standard for Destinations (JSTS-D), a GSTC (Global Sustainable Tourism Council) \*2 - recognised destination standard developed by the Japan Tourism Agency, and GSTC Industry Standards for



Hotels and Tour Operators. Each standard consists of four areas (A: Management, B: Socio-economic, C: Cultural, D: Environmental) and each area has multiple evaluation items and indicators.

-JSTS-D (Destinations) 47 items: A:16 B:8 C:8 D:15

-GSTC-I (Hotels) 43 items: A:14 B:9 C:4 D: 16

-GSTC-I (Tour Operators) 44 items: A:14 B:9 C:4 D: 17

These standards can be used to check the level of achievement and to set KPIs/KGIs, as well as to help understand the strengths and weaknesses of the destinations and projects, and priority items. We have a range of tools for sustainable projects and partnership, including Platform Clover, Local SDGs Platform, SDGs database ([Kawakubo Lab.](#)) .

Please ask for more information about supports and advice for SDGs and sustainable destination development.

\*<sup>1</sup>STARs Development Team:

Kato Lab., Faculty of Tourism, Wakayama University, Japan

Kawakubo Lab., Department of System Design Engineering, Faculty of Science and Technology, Keio University, Japan

\*<sup>2</sup>Standards are downloadable from:

[Japan Sustainable Tourism Standard for Destinations \(JSTS-D, Japanese version\)](#)

[GSTC-I \(Hotels, Japanese version\)](#)

[GSTC-I \(Tour Operators, Japanese version\)](#)

## ★About Us★

### Japan Sustainable Tourism Alliance for Research & Development (JSTARD)

JSTARD is a research-based consultation alliance for sustainable tourism destination management and development. JSTARD holds seminars and training, including the use of [STARs](#), an online benchmarking tool for the regional version of the Japan Sustainable Tourism Standard for Destinations (JSTS-D), consultation for practical approaches, and information sharing and human resource development through its international network.

Prof Kumi KATO, Wakayama University/Musashino University

Prof Shun KAWAKUBO, Keio University

Prof Minako OkADA, Otemon Gakuin University

\*Sustainability Lab is supported by [Sustainability Institute](#).

