

# JNTO's Initiative for Sustainable Tourism

Miyuki Iyoda

Executive Vice President

Japan National Tourism Organization

Japan National Tourism Organization (JNTO) is an independent administrative agency established by the government in 1964 to promote international tourists from all over the world to Japan.

## JNTO's 26 overseas offices worldwide



## Our Goal

Protect &  
nurture  
regional  
environment



Protect &  
nurture  
regional  
Culture



Protect &  
develop  
regional  
economy



## Attraction for the Travelers

**“Authentic experiences” based on  
the culture unique to the region**

## Contribution to the Local Communities



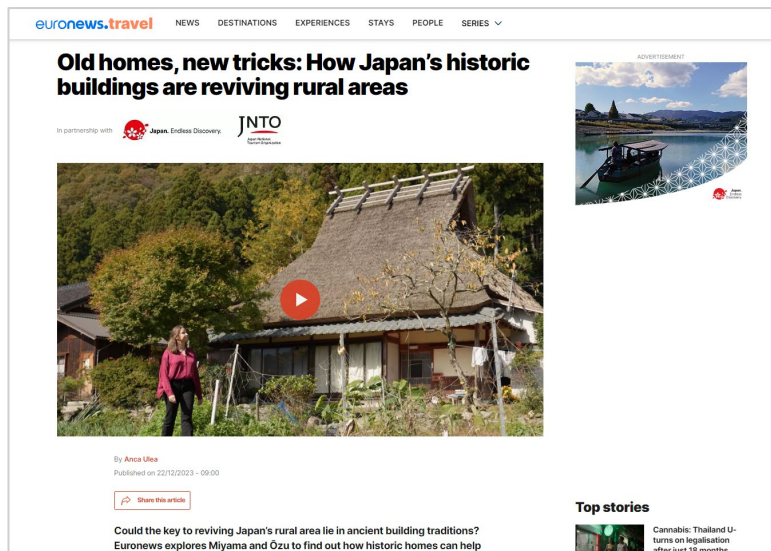
**Preserve nature  
and biodiversity**

**Respect & conserve  
cultural heritage and  
traditional value**

**Generate economic  
benefit**

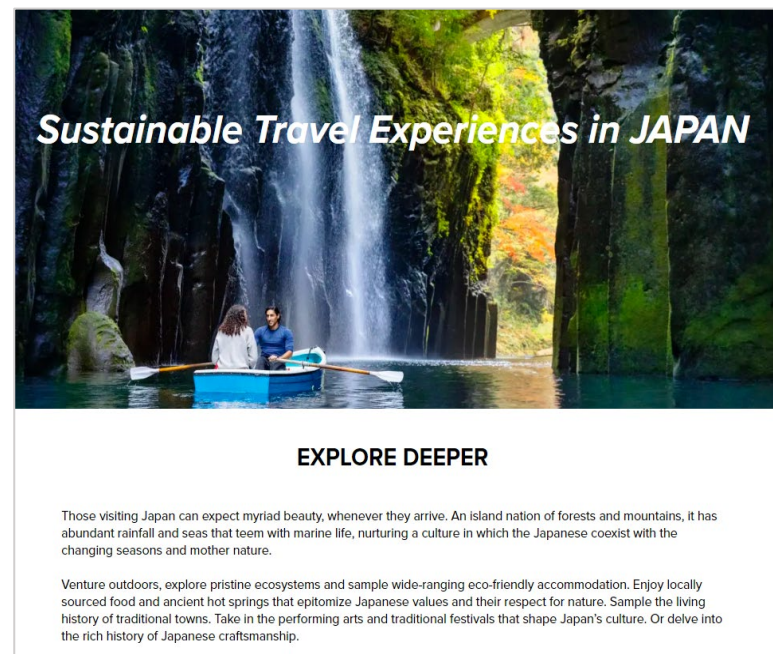
In tie with the initiative of JTA, JNTO promotes attractive regional destinations engaged in sustainable tourism, certified/ awarded by a GSTC accredited international certification Body

**Short movie introducing how the cultural heritage has been revived in rural areas (Euro News)**



<https://www.euronews.com/travel/2023/12/22/old-homes-new-tricks-how-japans-historic-buildings-are-reviving-rural-areas>

**Dedicated web-pages introducing destinations with international certifications/awards**



## Green Destinations (2023)

### 1. Green Destinations Top 100 Stories (TOP100)

- |                         |                            |
|-------------------------|----------------------------|
| ①Kamaishi, Iwate Pref.  | ⑥Teshikaga, Hokkaido Pref. |
| ②Ozu, Ehime Pref.       | ⑦Obuse, Nagano Pref.       |
| ③Oguni, Kumamoto Pref.  | ⑧Miyazu, Kyoto Pref.       |
| ④Hakone, Kanagawa Pref. | ⑨Marugame, Kagawa Pref.    |
| ⑤Yoron, Kagoshima Pref. | ⑩Miyoshi, Tokushima Pref.  |

### 2. Green Destinations Awards & Certification program

- ①Niseko, Hokkaido Pref. “Silver Award”



## Best Tourism Villages (2023)

- ①Okumatsushima, Miyagi Pref.  
②Hakuba, Nagano Pref.  
③Shirakawa, Gifu Pref.  
④Biei, Hokkaido  
※Upgrade program: Asuka, Nara Pref.





## “10 ways to travel sustainably in Japan”

English page created in the JNTO global website

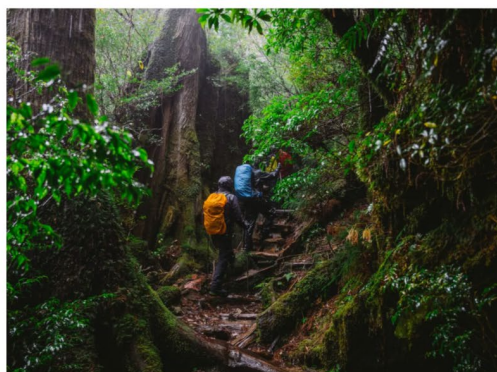


### Respect, Connect, Enjoy

Remember, you will enjoy your time in Japan and get more out of it if you make a conscious effort to connect with the places you visit and the people you encounter. For a more fulfilling travel experience, carefully consider where to go and what to buy and respect the richness of the nature and culture around you.

### 10 ways to travel responsibly in Japan

#### 1. Honor Japan's Rich Natural Environment



Living life in harmony with natural surroundings is one of the pillars of Japanese culture. Follow in the footsteps of locals and take time to respect and preserve nature for a more rewarding travel experience. Protect the habitat of indigenous species and refrain from any unnecessary feeding of wildlife.

1. Honor Japan's Rich Natural Environment
2. Taste Seasonal Marine and Mountain Delicacies
3. Stay in Historic Buildings
4. Immerse Yourself in Japanese Culture with Traditional Festivals and Performing Arts
5. Support Local Artisans: Bring Back a Piece of Japan
6. Roam Roads Less Traveled with Japan's Extensive Public Transportation Network
7. Stay Longer and Explore More Deeply with Locals
8. Visit during Off-Seasons and See a New Side of Japan
9. Act like a Local while Travelling
10. Share Your Travel Experiences