

# Code of Conduct for Sustainable Tourism in Kyoto

We promote these guidelines for the tourism industry and its workers, tourists, and residents to work together in united efforts to maintain harmony in Kyoto, and to preserve Kyoto for future generations.

## <For the tourism industry and its workers>

**To develop your business while maintaining good relations with the local community:**

### **(Contributing to the local culture and community while promoting harmony between residential life and tourism)**

1 Enhance the charm of the community and enrich residential life by promoting harmony between tourism and the local community: Contribute to the development of the local culture, community and economy, while informing tourists of local rules and customs.

### **(Providing high-quality services and products while developing human resources)**

2 Provide exceptional experiences that will motivate tourists to visit again: Promote the quality of services and products by learning about the history, culture, and traditions of Kyoto; as well as respecting and understanding the culture and customs of each tourist, and exercising the spirit of hospitality.

### **(Preserving the natural environment and scenic landscape)**

3 Protect the beautiful, natural landscape and townscape of Kyoto as well as the global environment: Show consideration for the local natural environment and scenic landscape while engaging in environmentally friendly business activities.

### **(Establishing resilient tourism against crises such as disasters and infectious diseases)**

4 Enable everyone to live in peace and safety while sustaining business and the employment of personnel: Exercise precautions towards disasters, infectious diseases, or accidents, and take appropriate actions at the time of a crisis.

## < For Tourists >

**To maximize your appreciation and enjoyment of Kyoto:**

### **(Contributing to the local culture and community while promoting harmony between residential life and tourism)**

1 Support the transmission and development of the history, culture, and traditions of Kyoto while respecting the daily life of the residents by behaving in accordance with local rules and customs.

### **(Preserving the natural environment and scenic landscape)**

2 Protect the beautiful, natural landscape and townscape of Kyoto as well as the global environment: Show consideration for the local natural environment and scenic landscape while engaging in environmentally friendly tourism.

### **(Mutual understanding and cultural exchange)**

3 Make your visit to Kyoto a valuable experience of learning about another region's community and engaging in mutual cultural appreciation: Actively interact with the people and community of Kyoto and inform others of the charms of Kyoto.

### **(Establishing resilient tourism against crises such as disasters and infectious diseases)**

4 Enable everyone to live in peace and safety by exercising precautions towards disasters, infectious diseases, or accidents, and take appropriate actions at the time of a crisis.

## <For residents>

**To foster pride in Kyoto, and to preserve Kyoto's irreplaceable charms for future generations:**

### **(Contributing to the local culture and community)**

1 Promote the transmission of Kyoto's history, culture, and traditions to future generations through recognizing, learning, and enjoying the charms of Kyoto to the fullest, and proudly cooperate in its maintenance and development.

### **(Preserving the natural environment and scenic landscape)**

2 Support the preservation of the beautiful, natural landscape and townscape of Kyoto through engaging in daily activities of upkeeping the scenery and increasing greenery.

### **(Mutual understanding, cultural exchange, and establishing resilient tourism against crises such as disasters and infectious diseases)**

3 Make your interaction with tourists an opportunity to enjoy expanding your understanding, as well as your circles of friendship: Welcome tourists with the spirit of mutual respect and warm hospitality in coordination with the tourism industry and its workers.