

Initiative 3: Promoting Sustainable Tourism

Core Concepts

- ▶ In order to reopen the city's tourism industry, Tokyo must reduce the negative impacts of tourism and appeal to travelers that care about sustainability by becoming a destination for sustainable tourism.
- ▶ Additionally, the city will promote the understanding of tourism among residents of Tokyo and foster civic pride by advancing sustainable tourism that reflects the current SDGs while supporting the local economy, culture, environment, etc.
- ▶ The future of tourism is to encourage greater spending by each individual visitor through a shift toward “quality over quantity” in tourism while pursuing sustainable growth for the tourism industry by strengthening the businesses and organizations that drive it.

Policy 6: Promotion of regional tourism aligned with the goals of regions and residents

- Produce new PR video content that clearly explains the significance and benefits behind encouraging tourism so that residents of Tokyo view the increase in tourists more favorably. Facilitate an understanding of the benefits of tourism by residents of Tokyo by working with universities and tourism bureaus to hold symposia and other events.
- Further promote the Tokyo brand by collaborating with the municipalities of Tokyo to effectively communicate the appeal of the city both domestically and internationally, which will lead to a renewed appreciation of local attractions and the development of new tourism models.
- Support initiatives for collaboration between tourism bureaus, businesses, and organizations in holding events that enable children to learn more about local tourism resources such as nature and culture.

Children learning about local attractions in the region



- Create new guidelines for focus group tours throughout Tokyo where elementary school students (together with their parents) as well as junior high and high school students can learn about the culture and natural environment of their region.

Sustainable Tourism (Example)



Policy 7: Strengthening infrastructure for the sustainable growth of the tourism industry

- Large-scale gourmet festivals will be held in the spring and autumn to promote Tokyo's excellent food culture both domestically and internationally. Additionally, Tokyo's food culture itself will be more widely utilized as a source of tourism and strategically managed as a brand that can be used for tourism promotion, etc.
- Support initiatives in which Japanese-style inns collaborate with businesses in nearby shopping districts to create area maps or partnerships with restaurants in order to promote excursions for food and shopping and thereby boost consumption.
- Promote tourism-based community development while supporting the creation of councils that include tourism bureaus and other diverse key players in the region.

Advisors dispatched to the Tama City Tourism Community Development Exchange Council



- Support towns, villages, tourism bureaus, and tourism businesses in the Tokyo Islands region as they try to solve industry issues related to the reopening of the tourism industry.
- Support small and medium-sized businesses in the Tama and Tokyo Island regions in developing tourism content that encourages longer visits to increase the number of overnight stays and the amount of money spent per traveler.