

Kyoto has welcomed many visitors from all over the world and continues to attract people with its abundant nature, traditional industries, and a culture that has developed through a history of over 1200 years.

At the foundation of such attractive assets of Kyoto are the aesthetics of daily life and life philosophies that have been passed down over many years by local residents. The townscape that communicates history, the delightful scenery, the traditional industries that express a unique culture with skillful techniques, and all such aspects of Kyoto that attract many visitors are rooted in the styles of daily life that the people of Kyoto have nurtured and protected.

Because it is vital to preserve Kyoto as it is, we must protect the residential life and local culture of Kyoto, maintaining this city's harmony and deeply appreciated charms for you and future visitors to enjoy.

We aim to realize sustainable tourism that harmonizes with residential life, protects Kyoto's culture and beautiful landscape, while promoting regional development and efforts toward Sustainable Development Goals.

We have laid down values and guidelines to be cherished and implemented by all people involved in tourism in Kyoto. Together with the tourism industry and its workers, and the residents, let us realize sustainable tourism in this city.

Please keep this code of conduct in mind and enjoy Kyoto and its culture to the fullest.

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.

Background and Objective

In November, 2020, Kyoto City and DMO KYOTO established the Code of Conduct for Sustainable Tourism in Kyoto. This code of conduct was drawn up in response to the “Kyoto Declaration on Tourism and Culture,” the resulting document of the 4th UNWTO/UNESCO World Conference on Tourism and Culture that was held in Kyoto in December, 2019. The Kyoto Declaration pointed out the necessity for a code of conduct to raise the ethical awareness of all persons involved in tourism, in order to promote sustainable development of tourism and culture.

The recent years have seen tourism-related issues attendant to a rapid rise in the number of tourists visiting Kyoto from abroad. These issues included congestion in certain tourist spots, as well as problems caused by differences in cultures and customs, resulting in interference in the daily lives of residents.

At the time when Kyoto City and DMO KYOTO were working to find solutions to these tourism issues, travel demand plummeted due to the spread of the novel coronavirus infectious disease, putting Kyoto tourism in a critical situation. Amid this crisis, these organizations are now preparing for the recovery of Kyoto tourism with plans aimed to preclude the reoccurrence of previous tourism-related issues, seeking approaches to avoid reproducing the situation of tourism prior to COVID-19.

This code of conduct places importance on the daily lives of residents and local culture to promote tourism that could contribute to the local community in a manner that will improve the quality-of-life of the residents while also allowing the visitors to enjoy the charms of Kyoto.

This code of conduct lays down values and guidelines to be cherished and implemented by all persons involved in tourism in Kyoto, promoting mutual respect among the tourism industry and its workers, tourists, and residents, while facilitating their mutual cooperation in the preservation and transmission of this irreplaceable city and its culture for future generations.