

Guidelines for “Shiribeshi Sustainable Style” to Make Shiribeshi a Sustainable Tourism Destination

1 Purpose

The purpose of these guidelines is to enhance the charm of Shiribeshi area and to increase the awareness of sustainable tourism in order to make Shiribeshi, that is rich in nature and culture, a sustainable tourism destination by informing tourists of the efforts to reduce the burden on the environment and to make the efforts lead to the local economic circulation as well as encouraging them to follow the efforts. Shiribeshi Subprefecture also registers tourism related entities that agree with the efforts and send information to them. The efforts shall be called Shiribeshi Sustainable Style.

2 Tourism Related Entities

The term “tourism related entities” as used herein means individuals or companies who carry out business such as accommodation, food and beverage services, souvenir shops, transportation, activity conductors etc. in Shiribeshi.

3 Contents of Shiribeshi Sustainable Style

Shiribeshi Subprefecture (hereinafter called the Subprefecture) shall encourage tourism related entities and tourists visiting Shiribeshi to follow the Shiribeshi Sustainable Style efforts explained below.

(1) For tourism related entities

1. Reduce garbage (including recommending tourists to bring personal bottles and travel amenities).
2. Reduce food loss (including recycling food waste).
3. Use non-plastic bottles and travel amenities.
4. Save energy.
5. Save water.
6. Let tourists staying for multiple nights use the same linens and refuse daily cleaning services if they want.
7. Realize local production and local consumption of food materials of Shiribeshi.
8. Utilize local wood of Shiribeshi.
9. Join local cleaning activities and nature conservation activities.
10. Encourage tourists to join the efforts towards sustainable sightseeing.
11. Other efforts that lead to sustainable sightseeing

(2) For tourists

1. Bring back and separate garbage.
2. Bring shopping bags.

3. Reduce food loss.
4. Bring personal chopsticks and bottles.
5. Save energy and water.
6. Bring travel amenities.
7. Tell the staff if you want to use the same linens or refuse daily cleaning when staying at the same accommodation for multiple nights.
8. Drive ecologically.
9. Use public transportation.
10. Use bicycles including rental ones.

4 Registration of Companies Working on Shiribeshi Sustainable Style Efforts

- (1) The Subprefecture shall register tourism related entities, that agree to the efforts and declare to work on three or more of the efforts explained in 3 (1), as an “Entities working on Shiribeshi Sustainable Style” (hereinafter called the “Working Entity”). Entities who wish to be registered shall apply with the registration form on the Subprefecture’s website.
- (2) The Subprefecture shall confirm the contents of the registration form and register the entity as a Working Entity and send them materials when it admits the entity meets the requirements.

5 Roles of the Working Entities

The Working Entities shall strive to carry out the effort items they chose, and shall try to let tourists know about the efforts in 3 (2) by using the materials sent by the Subprefecture.

6 Provision of Information of the Working Entities

The Subprefecture shall widely offer information of Working Entities and their efforts on its website and in other ways.

7 Change and Cancellation of Registration

- (1) The Working Entities shall notify the Subprefecture by the registration form if there is any change in their efforts, and the Subprefecture shall change the registration information after confirming the change.
- (2) The Subprefecture shall be able to cancel the registration when the Working Entity closes its business, does not meet the requirements or is considered inappropriate as a Working Entity by the Subprefecture due to dishonorable conduct, etc.

8 Other

- (1) Tourism Strategy Office in Commerce, Industry, Labor and Tourism Division, Department of Industrial Promotion, Shiribeshi General Subprefectural Bureau is in charge of this project.
- (2) In addition to what is provided for in these guidelines, other necessary items will be decided separately by the Subprefecture.

Supplementary Provision

These guidelines shall become effective on December 13, 2022.