

JNTO's Initiative for Sustainable Tourism

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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)

Dedicated web-pages introducing destinations with international certifications/awards



EXPLORE DEEPER

Those visiting Japan can expect myriad beauty, wherever they arrive. An island nation of forests and mountains, it has abundant rainfall and seas that teem with marine life, nurturing a culture in which the Japanese coexist with the changing seasons and mother nature.

Venture outdoors, explore pristine scenery and sample wide-ranging eco-friendly accommodations. Enjoy locally sourced food and ancient hot springs that optimize Japanese whans and their respect for nature. Sample the living history of traditional towns. Take in the performing arts and traditional festivals that shape Japan's culture. Or delve into the rich history of Japanese craftsmanship.

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

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

Discover the beauty and culture of Japan in a sustainable way. It's not just about the sightseeing, but also about the people you meet and the experiences you have. Be a responsible traveler and enjoy the best of Japan.

10 ways to travel responsibly in Japan

1. Honor Japan's Rich Natural Environment



Discover the beauty and culture of Japan in a sustainable way. It's not just about the sightseeing, but also about the people you meet and the experiences you have. Be a responsible traveler and enjoy the best of Japan.

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