

September 27, 2024, on World Tourism Day

Sustainable Tourism Tokyo Declaration 2030 Vision

Each and every one of us pledges to work sustainably to envision what Japan should be in the future. It is hereby declared as the "Sustainable Tourism Tokyo Declaration 2030 Vision".

1. Implement sustainable management in order to leave the beautiful land to future generations.
2. Strive to maximize the social and economic benefits of the local communities we visit and contribute to minimizing adverse effects.
3. Convey the charm of Japan's cultural heritage and to minimize the negative influences on the society.
4. Contribute to environmental conservation and minimize negative impacts.
5. Aim for management that leads to the satisfaction of visitors and make efforts to expand the circle of the 2030 Vision to peers and stakeholders.
6. Spread this vision and take measures based on international standards and certification programs as effective means.

September 27, 2024
JARTA forum on World Tourism Day