



## SUSTAINABILITY CODE OF CONDUCT

Our tours are based in the Hida region, which is rich in natural beauty, historical culture, traditions, and architectural monuments. As we provide community-based services to our guests, we believe that the relationship with the people living in the region is very important, and we promote more sustainable tourism. A little consideration from our guests visiting Hida can make a big difference. We respect the way of life of the local people and provide hints here as part of our efforts to promote sustainable tourism as to what actions you can take to help us pass on this environment we have now to future generations.

As part of our commitment to sustainable tourism, we provide activity participants with the sustainability savvy travel tips below. A little consideration on the part of each visitor to Hida can make a big difference. We would appreciate your cooperation.

- **Be selective - choose tourism businesses (including tour guides, vendors/shops, accommodation etc.) that share how they benefit people & planet**
- **Tread lightly - choose activities & transport options with a reduced environmental impact**
- **Be informed - learn a bit about local nature, history & culture beforehand to enrich your experience**
- **Respect your guide/host's instructions regarding safety, local etiquette & dos and don'ts**
- **Ask questions - your local guide/host will happy share their knowledge**
- **Be respectful of privacy; obtain permission before taking photos/videos of people or sensitive sites**

- Take part - if you are invited to participate in a local custom, go for it!
- Respect others using the area so that their experience & access are not compromised
- Before entering sensitive environments, clean your footwear to prevent the spread of invasive species
- Don't collect or disturb flora or fauna, or their habitat
- Don't feed wildlife; it can harm their health & encourage problematic behaviour
- Remain on designated paths/trails
- Buy from local, small &/or community-owned businesses, especially if they feature local nature or culture
- Refuse to buy souvenirs, food & beverages that harm the environment, people, or wildlife, especially those that are illegal to buy/sell
- Respect customary tipping & trading practices - such as bartering - and pay fair prices
- Reduce waste - from food to paper, remember to take only what & as much as you need, and bring re-usable items, e.g. water bottle, coffee cup, shopping/carry bag
- Dispose of waste responsibly & use local recycling facilities where available
- Be waterwise - your participation shouldn't place additional stress on water-scarce environments
- Save energy to reduce your carbon footprint & your impact on local supply challenges
- Support climate change action, e.g. offset or regeneration programmes
- Provide feedback about what you liked or how we can do better

Visit <https://www.travelife.info/sustour/codes> for more guidance & 20+ other sustainability codes of conduct



## ★Culture★

The Hida region is famous for Shirakawa-go, a UNESCO World Heritage Site, and the old townscape of Takayama City, which has been selected as an Important Preservation District for Groups of Traditional Buildings in Japan, but Hida Furukawa and Kamioka have also established their own historical landscape districts, preserving beautiful townscape scenery unique to Japan. Visitors can also experience the traditional culture of the region through the Takayama Festival and the Furukawa Festival, which are the annual festivals of the region, by viewing the festival floats, which are the fruits of the skills of the region's craftsmen, "Hida no Takumi". Yatai events have been recognized by UNESCO as a World Heritage Site as part of the Intangible Cultural Heritage.

This townscape and culture are formed by the activities of the people who live in this area. Please remember to have proper understanding, knowledge, and respect for both travelers and locals.

There are numerous other designated cultural properties in Gifu prefecture, including traditional residences like the Kusakabe and Yoshijima Houses, religious treasures such as the main building at Atayuta Shrine and the sutra repository at Ankokuji, as well as artworks and crafts. For details of such cultural properties, please see the link below:

Similarly, designated cultural properties remaining in the prefecture can be found here.

◆Gifu Prefecture, "Gifu Prefecture Catalogue of Cultural Properties".

<https://www.pref.gifu.lg.jp/page/13288.html> (※Change language after navigating to the link)

In addition, the Hida region is home to many traditional and local crafts. We encourage people to understand their value in order to preserve local traditions, and to purchase items that will contribute to their maintenance. You can check the overview of traditional crafts and Gifu Prefecture local folk crafts from the Takayama City website.

◆Takayama City "Traditional Crafts and Gifu Prefecture Local Crafts"

<https://www.hida.jp/english/localspeciality/shopping/4000194.html>

## ★Nature★

The Hida region is located in northern Gifu Prefecture and most of the region is mountainous, including the 3000 m Hida Mountains. The climate is characterised by both a Sea of Japan climate zone, with lots of rain and snowfall in winter and hot summer with fair weathers, and an inland climate zone with extremely large temperature differences between daytime and night-time. The mountainous areas that occupy the majority of the region's area show a rich variety of vegetation, including deciduous broad-leaved forests, sub-alpine coniferous forests and alpine vegetation, depending on altitude, and in addition to primary forests, there are many areas that have been used by humans and compensatory vegetation such as fields, wooded areas and artificial forests. These areas provide a valuable habitat for a wide variety of flora and fauna, including the Japanese serow, which is designated as a special natural monument. The following links provide information on the rare plants and animals that inhabit the area.

### ◆Gifu Prefecture, 'Nature Conservation'

<https://www.pref.gifu.lg.jp/page/6061.html> (※Change language after navigating to the link)

In addition to protecting wildlife and cultural assets unique to the Hida region, you must comply with CITES and Japan's laws regarding exports and travelers' imports from your country when purchasing goods.

### ◆Ministry of Economy, Trade and Industry "Washington Convention (CITES) <https://cites.org/eng>

### ◆Japan Customs <https://www.customs.go.jp/english/index.htm>

Thank you for your understanding and cooperation for all.

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